



GlassHouse

A PRIME HQ OPPORTUNITY IN
THE HEART OF VIBRANT SOHO.

63,000 SQ FT

LONDON, W1

- 01 — The Crown Estate
- 02 — The Building
- 03 — Wellness
- 04 — Floorplans
- 05 — Specification
- 06 — Sustainability
- 07 — Location
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The Crown Estate's purpose is to create lasting and shared prosperity for the nation

PUTTING THE NATION FIRST

At The Crown Estate, we manage land, property and the seabed across England, Wales, and Northern Ireland — acting independently, commercially and for our nation's future. We return our profits to the UK government for public spending and invest to positively impact climate, nature, communities, and the UK's finances, today and for generations to come.

CREATING PLACES FIT FOR THE FUTURE

By 2050, 70% of the world's 10 billion people will live and work in cities, putting pressure on infrastructure, public spaces, and the climate. Our scale and remit give us an opportunity to tackle these challenges to help cities grow and adapt.

We're investing in places to make a lasting difference. Supporting national and local priorities, we're creating spaces where nature thrives, the climate is protected, and life feels inclusive, accessible, and healthy.

SHAPING THE WEST END

As one of the largest property owners in London's West End, we play a key role in shaping the city's future. Our 10 million sq ft portfolio offers world-class work and lifestyle spaces, helping keep London a leading global destination.

Our scale allows us to shape not just buildings, but the spaces around them. We're working with Westminster City Council to reimagine Regent Street, Haymarket, and Piccadilly Circus — making them safer, greener, and more enjoyable for everyone.

From heritage buildings to modern landmarks, we're committed to sustainability. Across our portfolio we have ambitious targets to decarbonise, reduce energy use and deliver positive environmental, social, and economic impact.

Creating destinations

Our focus is on creating a more welcoming, accessible and sustainable destination. We are looking beyond a ‘building by building’ approach and focusing on a holistic place-based experience, created through a deliberate and thoughtful use of buildings and space. We will curate an accessible, inclusive and sustainable destination within our portfolio, where the whole will be greater than the sum of the parts. As such, we have partnered with Westminster City Council on an ambitious public realm project that is focused on revitalising and transforming the public spaces along Regent Street, Piccadilly Circus and Haymarket.

Beyond our individual buildings, we are committed to curating a place in the heart of London that works for all the people that interact with it. With the world changing at pace, there is an opportunity to look at our places differently — we have a responsibility to give fresh thought to how we plan, design and manage our spaces, with engagement and collaboration central to the process. Aligned with our commitment to working with and listening to diverse voices and perspectives to create the most inclusive and welcoming places, we are adopting a listening-first approach, with regular dialogue with our customers, visitors and communities. Our focus is on creating a more welcoming, accessible and sustainable destination.

We are therefore looking beyond a ‘building by building’ approach and focusing on a holistic place-based experience, created through a deliberate and thoughtful use of buildings and space.

As such, we have partnered with Westminster City Council on an ambitious public realm project that is focused on revitalising and transforming the public spaces along Regent Street, Piccadilly Circus and Haymarket. The project plans to deliver an urban design transformation through a people and nature-focused response to the public spaces and a greener and more welcoming route from St James’s Park to Regent’s Park.

This is a once-in-a-generation opportunity to reimagine some of London’s most iconic streets. By unlocking the full potential of the public realm, we can create world-class spaces that feel welcoming, resilient and vibrant – spaces that invite people to stay, connect, and experience the city in new ways. Together, we can position Regent Street, Haymarket, and Piccadilly Circus not just as destinations, but as global exemplars of how cities can adapt, lead, and inspire.



10 transformative moves

- 1

ALL SOULS PLAZA

A reimagined setting for All Souls Church, providing space for visitors and locals alike
- 2

OXFORD CIRCUS

Working with the Mayor of London to reimagine this iconic space as the gateway to two world-renowned streets
- 3

REGENT STREET

Transforming Regent Street’s public realm into a world-class exemplar to ensure its ongoing prosperity for future generations
- 4

THE QUADRANT

Embracing John Nash’s bold architectural curve to make a unique destination linking Regent Street and Piccadilly Circus
- 5

PICCADILLY CIRCUS

Reclaiming space from vehicles to enable public life to thrive in this world-famous setting

- 6

HAYMARKET

A reconfigured and vibrant streetscape for people, theatres and culture
- 7

REGENT STREET ST JAMES’S

A traffic-free streetscape with scope to become one of London’s most exciting new destinations
- 8

WATERLOO PLACE

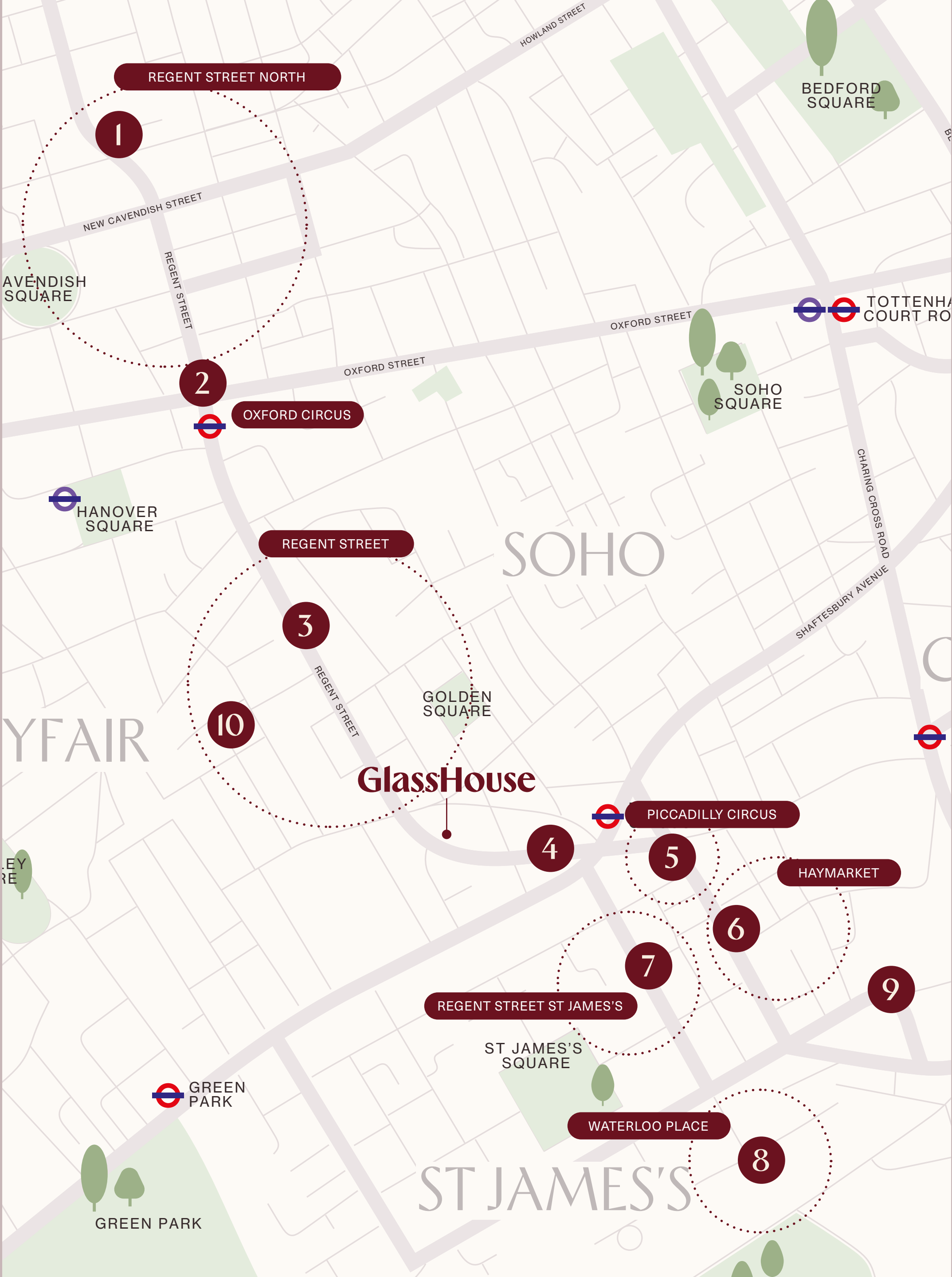
A major new public space for London, creating much-needed space for community and events
- 9

PALL MALL EAST

More space around Trafalgar Square, and strengthened connections to and from this major destination
- 10

SIDE STREETS

Unlocking the value of side streets to provide inviting places to rest and connect. The extent of delivery will be explored at the next design stage



Welcome to GlassHouse

Situated within the heart of London's iconic Regent Street Quadrant, GlassHouse has been meticulously restored and thoughtfully reimagined for the modern era. Retaining the grandeur of its proud neo-classical façade, the building now seamlessly integrates timeless architectural elegance with cutting-edge functionality.

A true blend of heritage and innovation, it offers an exceptional setting for dynamic businesses looking to make their mark in one of London's most prestigious addresses.



INDICATIVE CGI - REDESIGNED OFFICE RECEPTION ENTRANCE

Here, every
detail matters

A visionary workplace



01

Welcome to GlassHouse — a visionary new chapter within a Grade II listed building, continuing The Crown Estate’s transformation of London’s West End.

Every element of GlassHouse has been designed to deliver lasting value, combining world-class design, advanced sustainability, and forward-thinking workspace solutions. GlassHouse features a light-filled entrance atrium and generous office floors that harmoniously balance heritage character with high-performing, efficient layouts. Inside, open, bright workspaces, sophisticated design details and state-of-the-art amenities create an inspiring environment that fosters creativity, collaboration, and business growth — enabling occupiers to connect effortlessly, inspire ambition, and elevate the everyday.



03

- 01 - Main entrance
- 02 - Lounge area in light-filled atrium
- 03 - Central feature staircase



02

Accommodation schedule

FLOOR	NIA (SQ FT)	TERRACE (SQ FT)
7th floor	968	1,668
6th floor	7,112	1,539
5th floor	10,709	
4th floor	10,534	
3rd floor	10,537	
2nd floor	10,513	
1st floor	11,094	431
Reception	1,603	
	63,070	3,638



INDICATIVE CGI - ATRIUM

Elevating everyday wellness



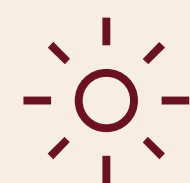
TERRACES FOR THE SENSES

Three landscaped terraces on the 1st, 6th, and 7th floors feature diverse planting designed for wellbeing benefits, creating green spaces throughout the building.



MOVEMENT BY DESIGN

The central atrium features a sculptural stair connecting all floors, encouraging movement, interaction, and accessibility.



FLOODED WITH LIGHT

Natural light fills the building via a glazed atrium roof, slim-profile heritage windows, and floor-to-ceiling heights of up to 3.57m.



TOUCH-FREE TECHNOLOGY

Power-assisted doors, hands-free sanitary ware, and smart app access deliver a touch-free user experience throughout.



WELL GOLD ENABLED

The building is WELL Gold enabled, promoting health, comfort, and productivity for all occupants.



AIR QUALITY MONITORED

Indoor Air Quality is monitored by IAQ sensors linked to the BMS, ensuring continuous oversight of air standards.

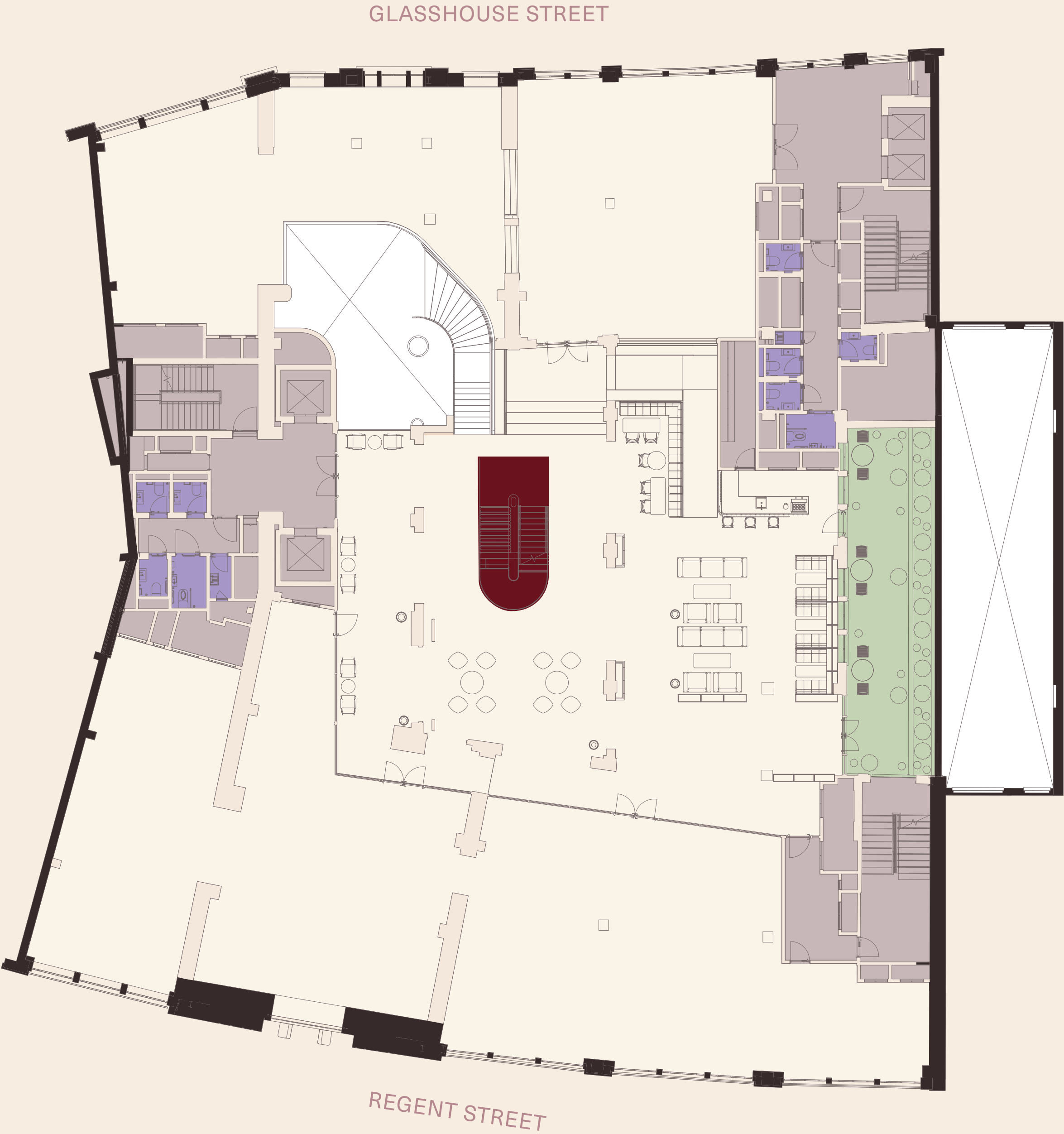
Ground Floor

	NIA
Reception	1,603 SQ FT

- Reception
- Retail
- WCs
- Core



Level 1



NIA

Office 11,094 SQ FT

Terrace 431 SQ FT

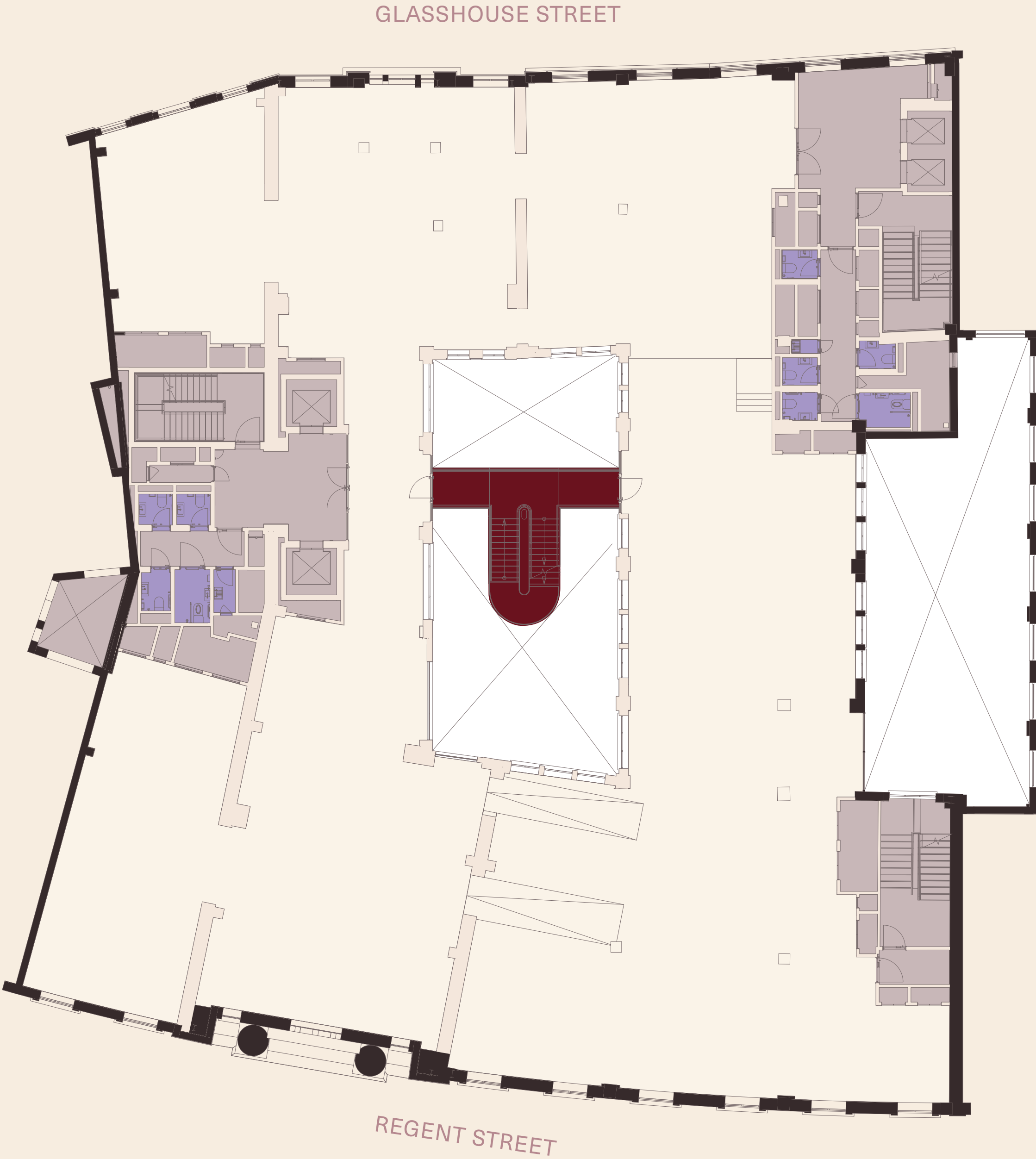
- Office
- Core
- Internal staircase
- Lightwell
- WCs
- Terrace



Level 2

	NIA
Office	10,513 SQ FT

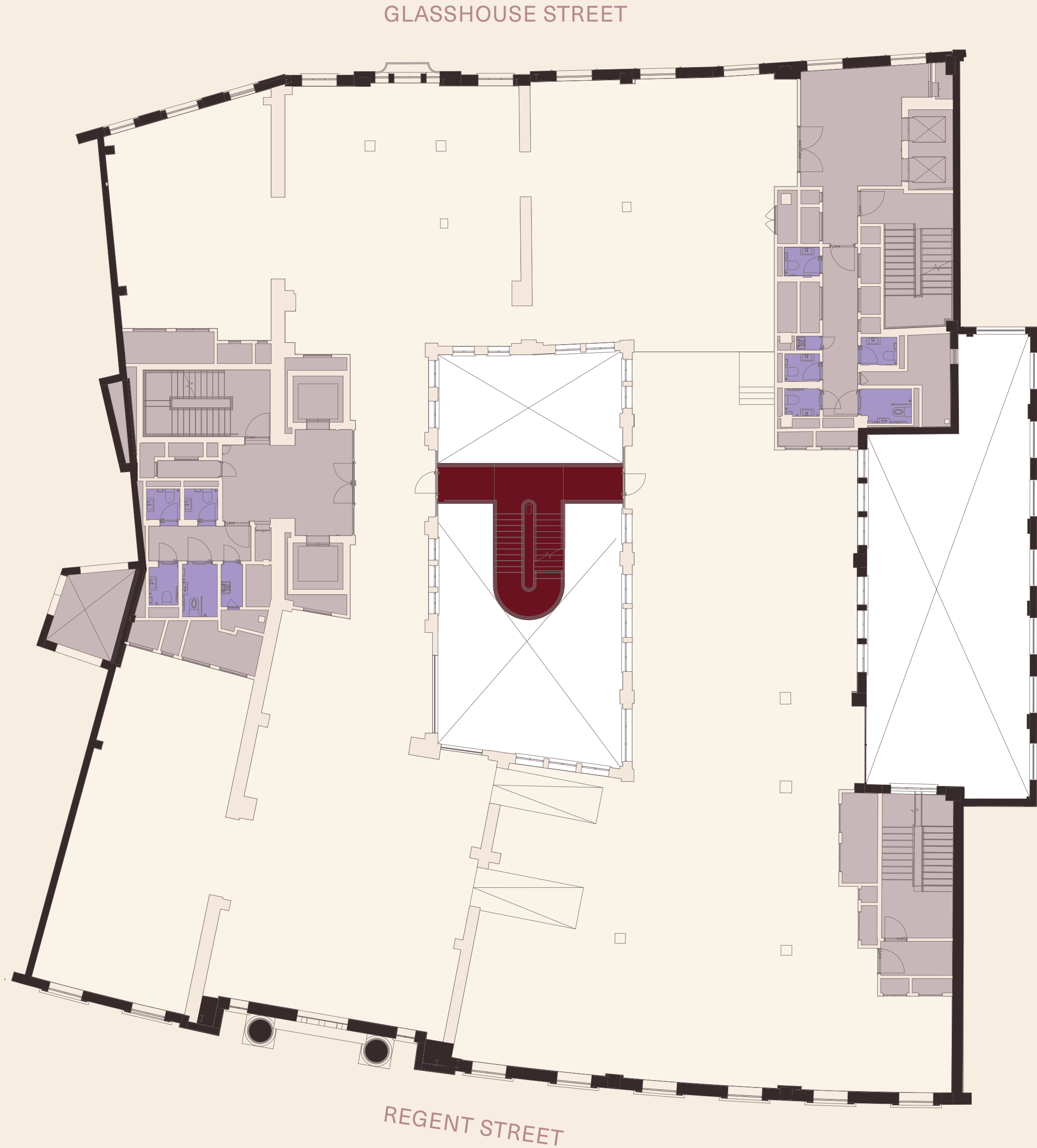
- Office
- Core
- Internal staircase
- Lightwell
- WCs



Level 3

	NIA
Office	10,537 SQ FT

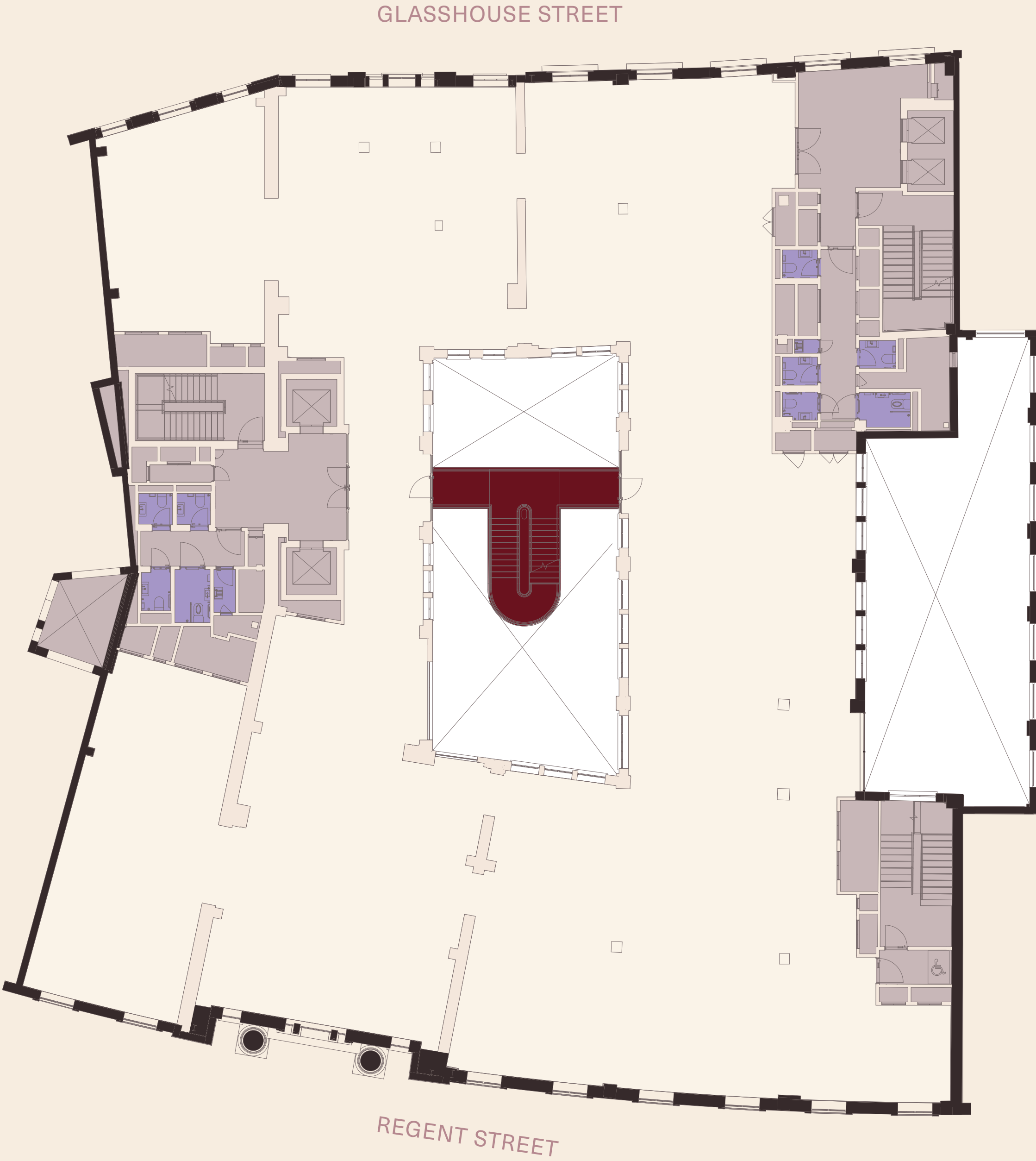
- Office
- Core
- Internal staircase
- Lightwell
- WCs



Level 4

	NIA
Office	10,534 SQ FT

- Office
- Core
- Internal staircase
- Lightwell
- WCs





Level 5

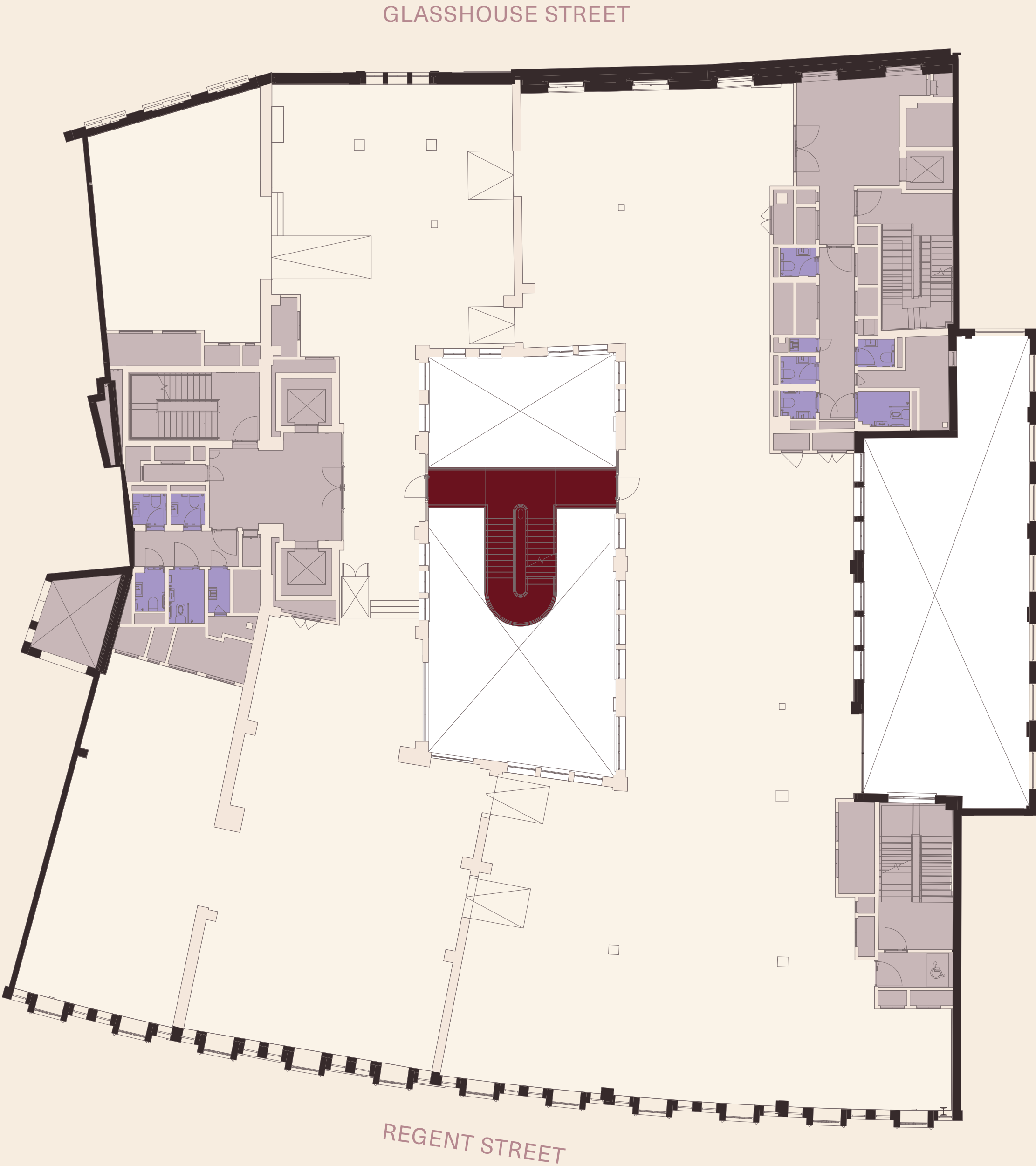
	NIA
Office	10,709 SQ FT

- Office

Core

Internal staircase
- Lightwell

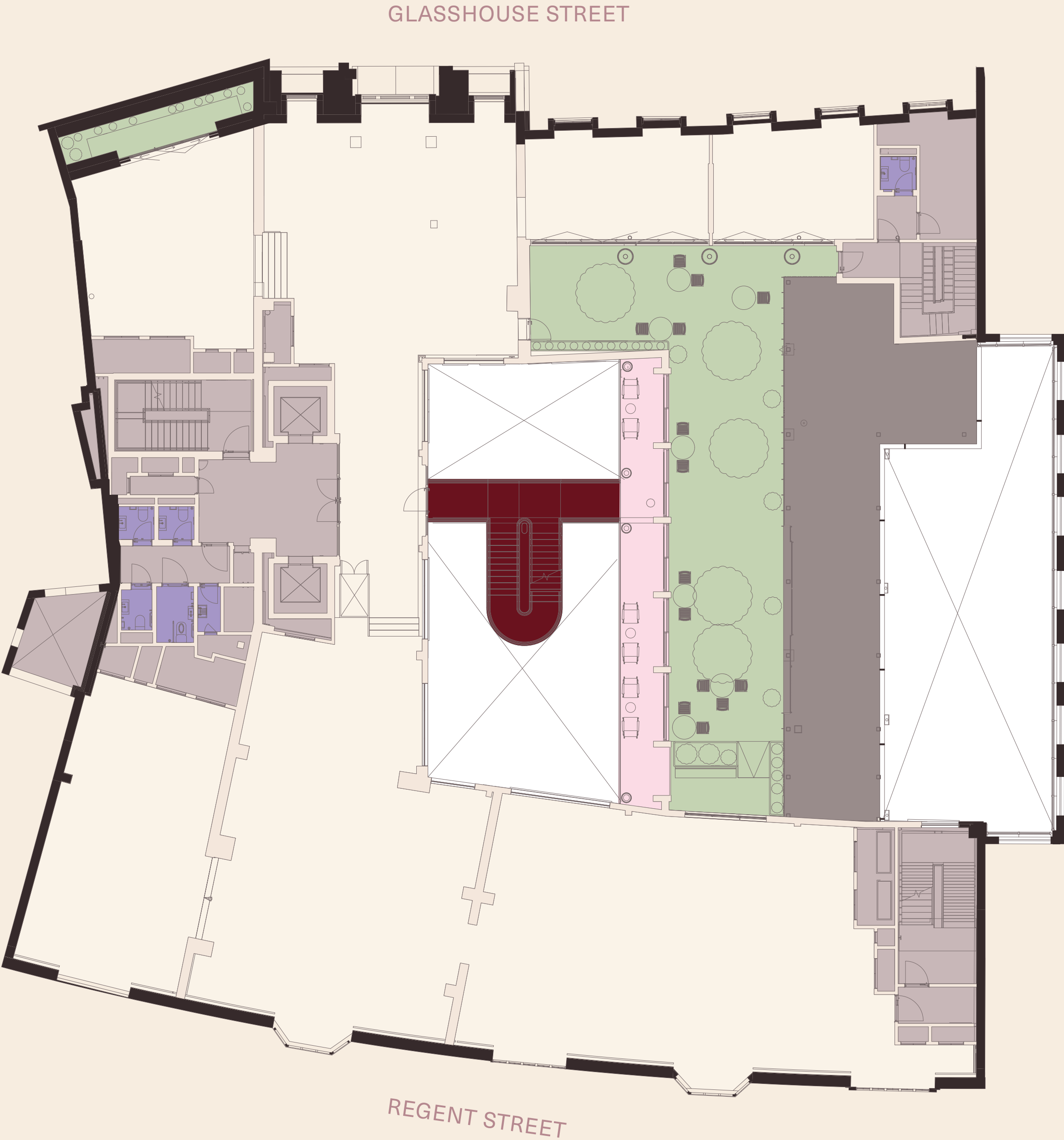
WCs



Level 6

	NIA
Office	7,112 SQ FT
Terrace	1,539 SQ FT

- Office
- Communal atrium amenity
- Internal Staircase
- Lightwell
- Terrace
- WCs
- Core
- Plant



Here for the light







INDICATIVE CGI - STAIRCASE



The building's vibrant heart features an atrium base with amenity, anchored by a sculptural staircase that elegantly connects all floors.


Natural light floods the space through a glazed atrium roof, slim-profile heritage windows, and generous floor-to-ceiling heights of up to 3.57m, creating an inviting environment that encourages movement, interaction, accessibility, and overall occupant well-being.

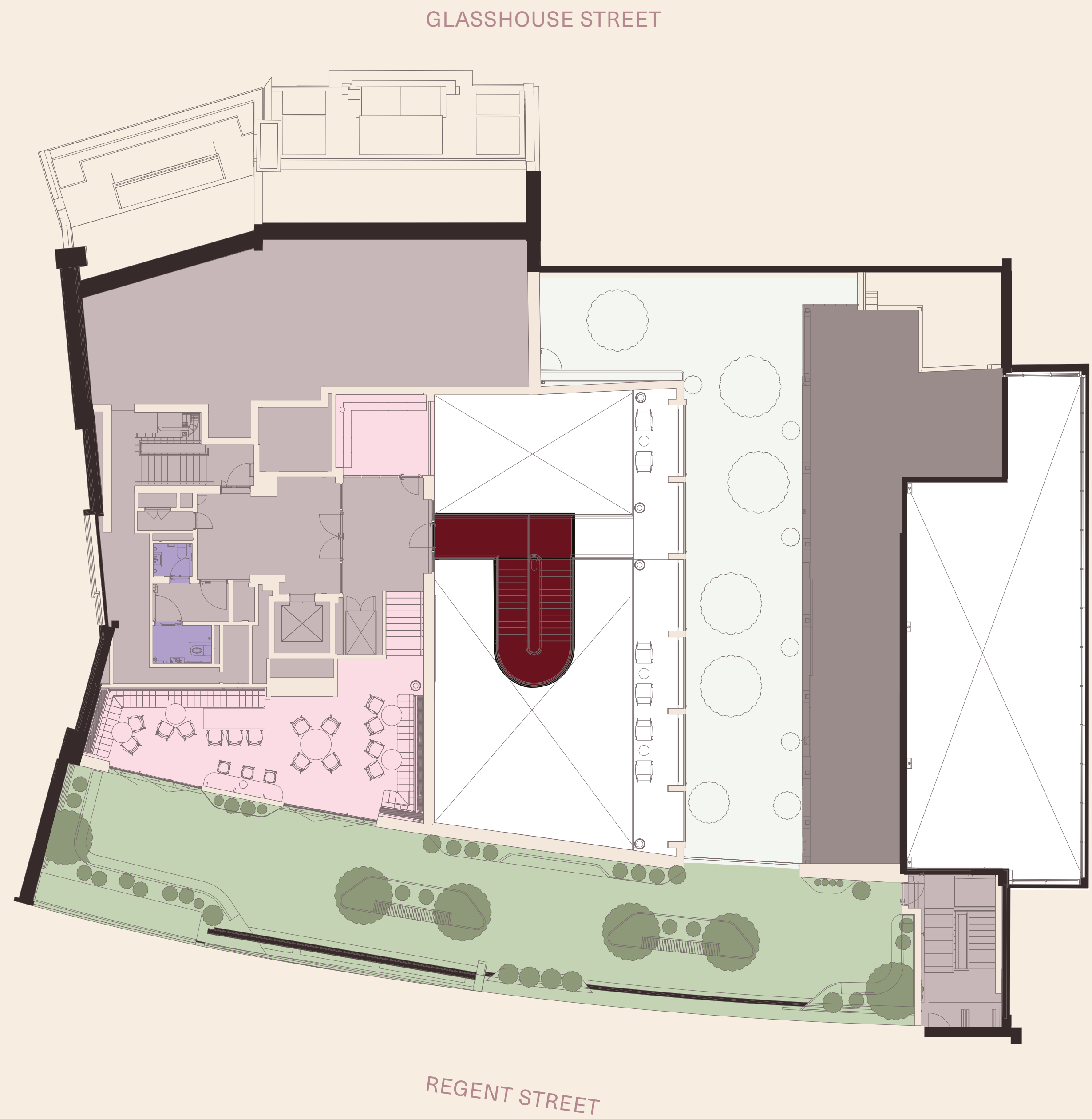
Level 7

 Office
  The Pavillion

 Core
  Lightwell

 Internal staircase
  WCs

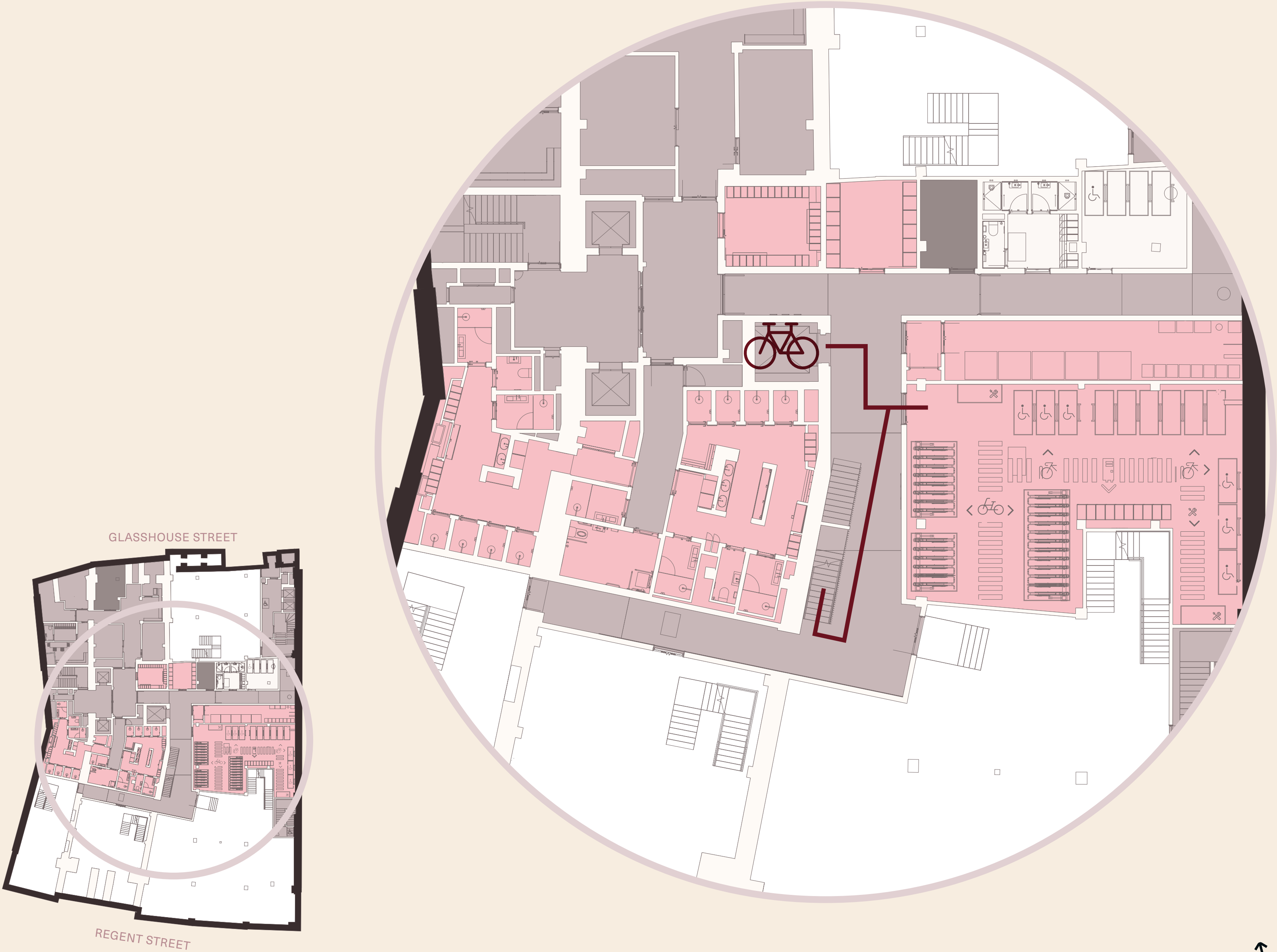
 Terrace



Lower Ground

	NIA
End of journey	2,756 SQ FT
Showers	14
Cycle spaces	58
Lockers	98

- End of journey
- Plant
- Retail facilities
- Core





Here for the details that matter



OCCUPANCY DENSITY

1 person per 10 sq m



CENTRAL ATRIUM CAFÉ

Opportunity for an atrium amenity space featuring a café/lounge with a café-style server and seating, with direct access to terrace areas



CEILING HEIGHTS

Floor-to-ceiling: up to 3 meters floor to soffit



VERTICAL TRANSPORT

6 passenger lifts across two cores



END-OF-TRIP FACILITIES

58 cycle spaces, 14 showers and 98 lockers



FRESH AIR VENTILATION

14 Litres per second



CLIMATE CONTROL

Low energy fan coil units



EFFICIENT LIGHTING

New M&E installations, high-efficiency LED throughout



INCLUSIVE DESIGN

Step-free connections, automated doors, sensory wayfinding

Sustainable by design


Targeting the following credentials:




EPC
Rating



5.0



BREEAM
Excellent




Wired Score
Platinum



Well Score
Gold (Enabled)



SmartScore
Gold



Biodiversity Net Gain
104% Purpose

NET ZERO
CARBON

In operation

- HERITAGE MEETS HIGH PERFORMANCE

Retains structural elements and façades, with vacuum-insulated glazing that blends heritage with high performance
- LOW CARBON DESIGN

Timber roof structure, low-carbon raised access floors, rooftop PV panels
- ALL ELECTRIC COMFORT

100% electric heating/cooling powered via The Crown Estate’s Central Energy Centre
- EFFICIENT SYSTEMS

Low-energy Artus/FCU systems reduce operational carbon
- EMBODIED CARBON PERFORMANCE

Targeting 326kg/Co2/m2 versus LETI 2030 target of 350kg/Co2/m2
- BOOSTING BIODIVERSITY

Green roofs, mature trees, wildflower planting, & Wild West End biodiversity corridor contribution
- INTELLIGENT LIGHTING

Smart LED lighting with daylight & presence controls
- WATER-SAVING SYSTEMS

Advanced water efficiency: low-use appliances, leak detection, drought-resistant planting



INDICATIVE CGI - THE 6TH FLOOR PRIVATE TERRACE

PUBLIC

UNDERGROUND

SUBWAY

Here for
the power walk

Everything you need is right here



01

GlassHouse puts you at the pulse of Soho, surrounded by buzzing bars, iconic restaurants, quirky cafés, and independent boutiques. Step outside to leafy squares, hidden corners, and creative spaces that make every day feel vibrant, dynamic, and unmistakably London. Here, the city’s culture, energy, and style are right on your doorstep.



02

- 01 — Broadwick Soho
- 02 — Soho Square
- 03 — Carnaby Street
- 04 — Old Spike Coffee

Within a 10 min walk...

- 67 World class restaurants
- 52 Independent shops
- 112 Quick bites
- 34 Health, wellbeing & fitness



03



04

THIRD SPACE



FORTNUM & MASON



HAM YARD HOTEL



HOTEL CAFÉ ROYAL



GOLDEN SQUARE



RAPHA



ELIZABETH LINE / HANOVER SQUARE



THE DEVONSHIRE

From here, everywhere is in reach

1 MIN 	PICCADILLY CIRCUS
7 MIN 	LEICESTER SQUARE
9 MIN 	GREEN PARK
9 MIN 	OXFORD CIRCUS
10 MIN 	TOTTENHAM COURT ROAD
12 MIN 	BOND STREET (HANOVER SQ.)
15 MIN 	BOND STREET



Our delivery partners

CONSTRUCTION CONTRACTOR



PROJECT MANAGER



STRUCTURAL ENGINEER



SUSTAINABILITY CONSULTANT



ARCHITECT



BUILDING SERVICES ENGINEER



ACCESS CONSULTANT



HEALTH & SAFETY



FAÇADE CONSULTANTS



Here's a community that works your way

Introducing **Workplaces+**

Workplaces+ gives you the flexibility to work your way in a vibrant community of like-minded professionals. With its range of exclusive perks, this is an office experience unlike any other.



Access to fitness and wellbeing classes



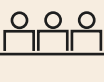
Exclusive discounts for bookable meeting rooms



Access to talks and networking events



24/7 Security



Exclusive access to 6 Babmaes Street



Exclusive discounts for internal & external event spaces



Reliable maintenance support



Bespoke perks and discounts around the portfolio



We believe in championing and opening doors for others, which is why we're proud that many of our long-term customers are leaders in their respective industries.



Get in touch

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