



SICILIAN  
AVENUE  
LONDON

SICILIAN AVENUE



# Roll up foodies, Londoners and friends!

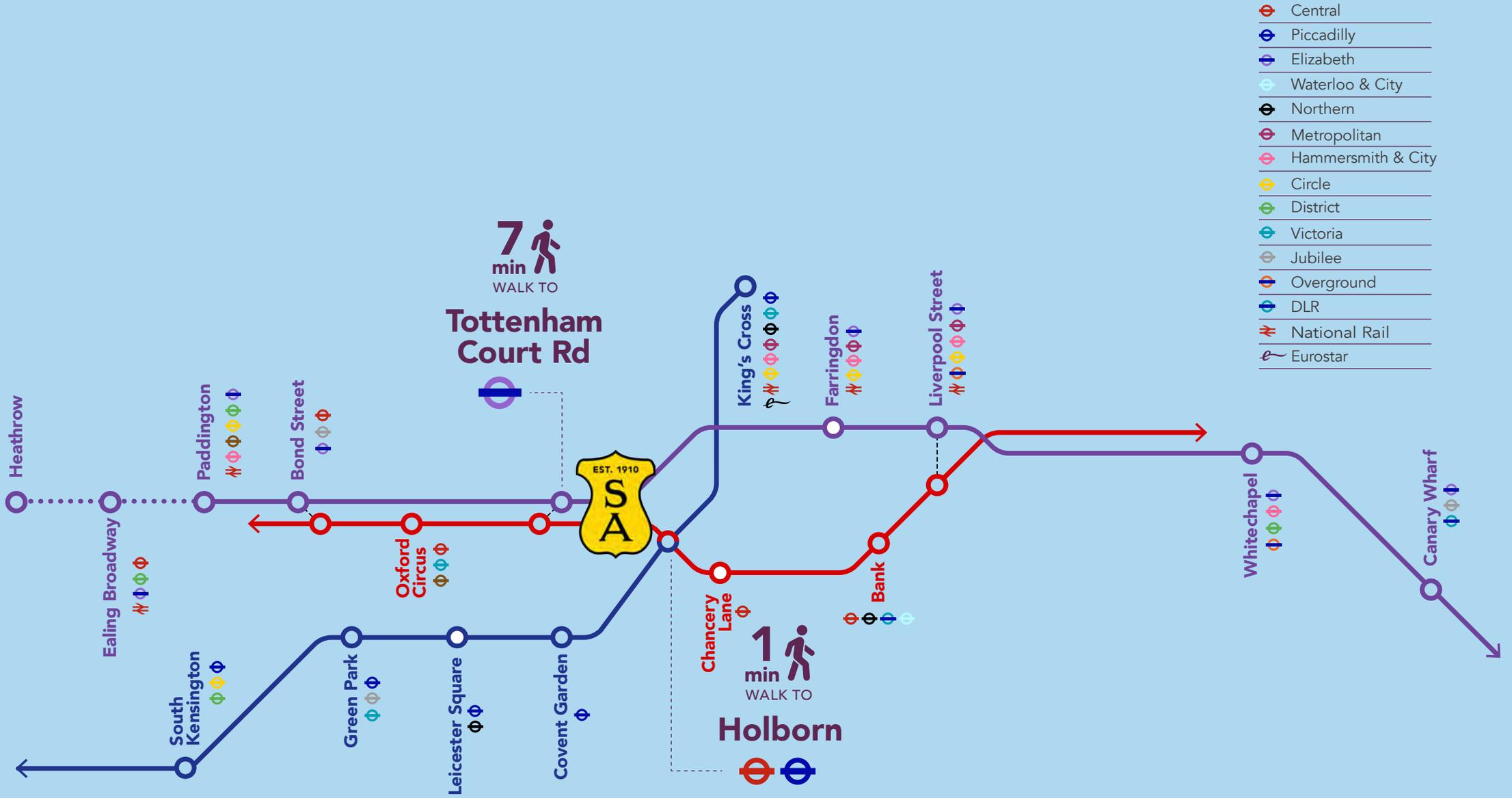
Sicilian Avenue is London's unexpected, iconic and historical pedestrianised destination in Holborn that is entering a new era

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.





# WELL-CONNECTED



BRITISH MUSEUM  
6 MINUTES WALK

BLOOMSBURY  
SQUARE

SICILIAN AVENUE  
WEST

SICILIAN AVENUE  
EAST

EST. 1910

S  
A

HOLBORN

90 SECONDS WALK

# 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

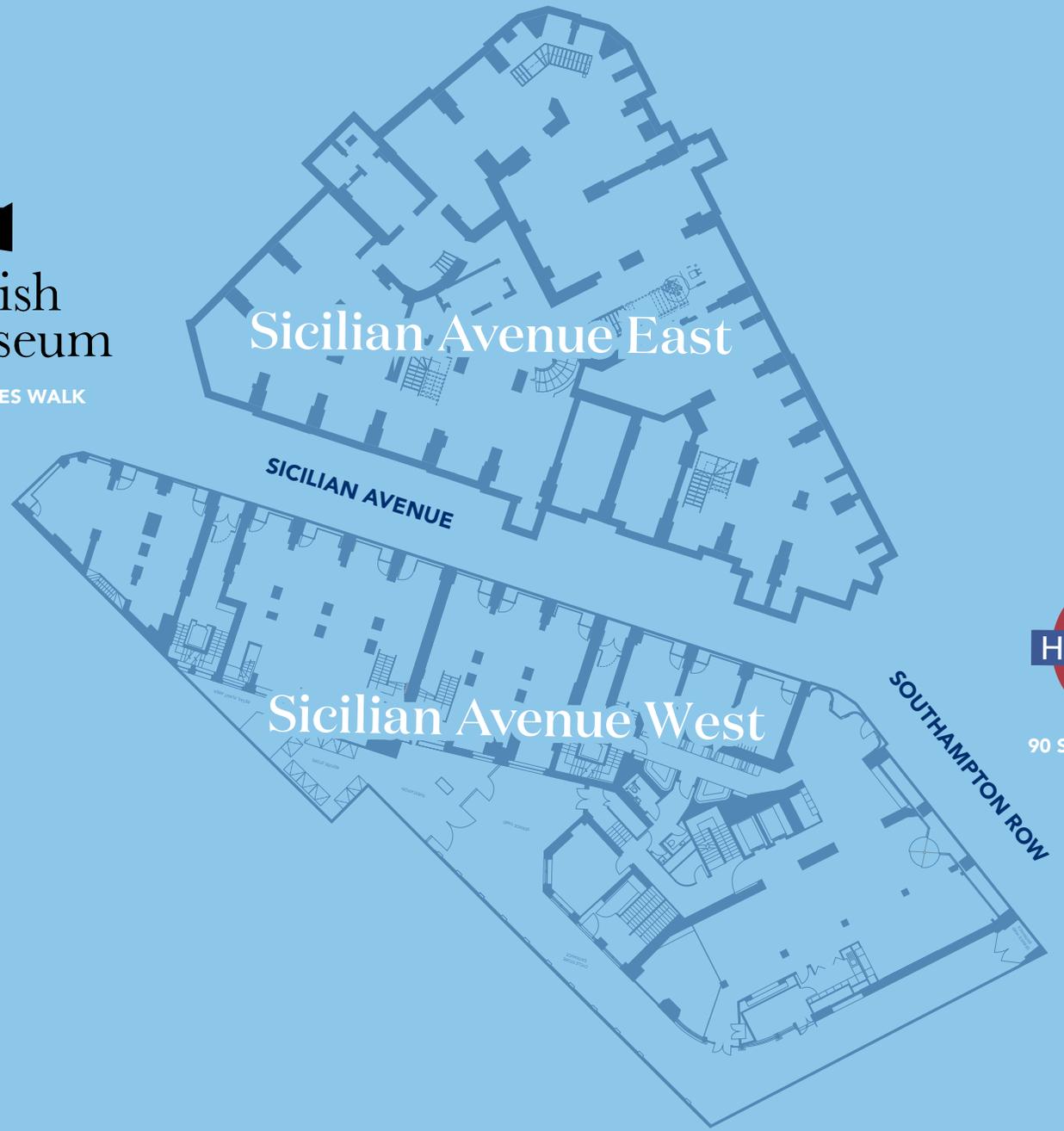
Its quality dining options and al fresco seating is set in a serene and clean haven away from the surrounding bustle, creating the perfect environment for local office workers, residents and Holborn's 70,000 daily visitors.

# Floor Plans

Sicilian Avenue



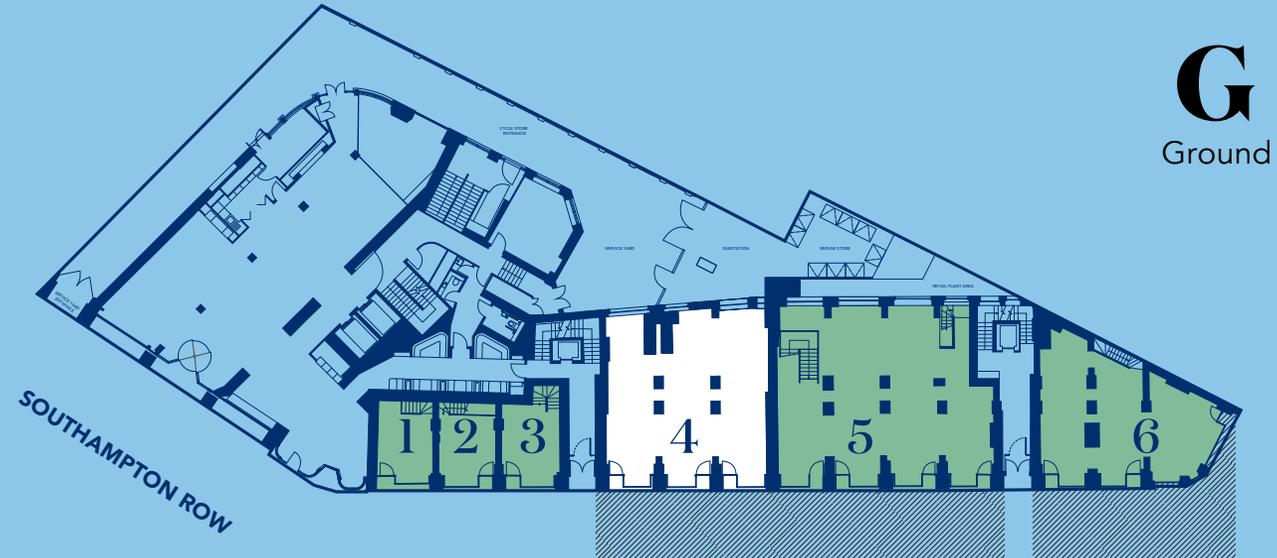
# SICILIAN AVENUE



# Opening Spring/Summer 2026

## Sicilian Avenue West - Ground / Basement

Unit	Ground Floor		Basement		Total (SQ FT)
	GIA (SQ FT)	GIA (SQ M)	GIA (SQ FT)	GIA (SQ M)	
1	 FLYING HORSE COFFEE				
2	BACKWORKS modern seated massage				
3	 MATCHADO				
4	1,302	121	1,582	147	2,884
5	Under offer				
6	Under offer				

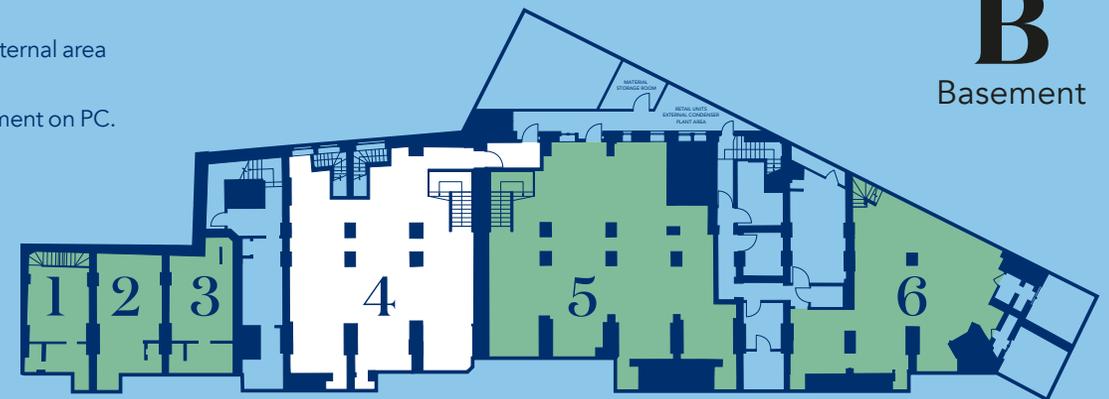


**G**  
Ground

 Let to / Under Offer

 (Indicative) Potential for external area

\*Target areas subject to measurement on PC.



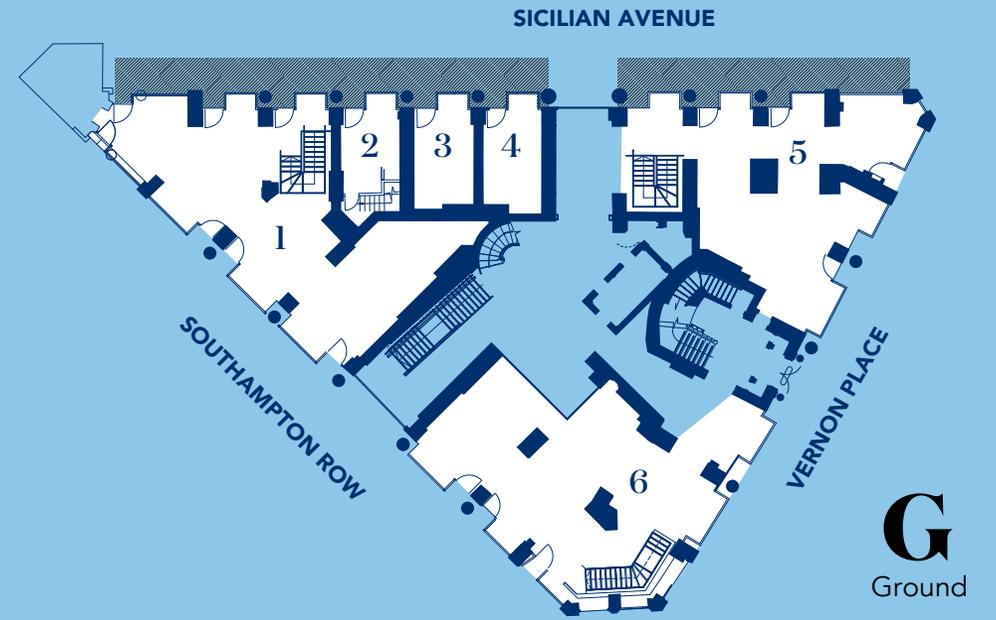
**B**  
Basement

SICILIAN AVENUE

# Opening September 2026

## Sicilian Avenue East - Ground/Basement

Unit	Ground Floor		Basement		Total (SQ FT)
	NIA (SQ FT)	NIA (SQ M)	NIA (SQ FT)	NIA (SQ M)	
1	1,065	99	1,324	123	2,389
2	123	11.5	183	17	306
3	118	11	172	16	290
4	156	14.5	N/A	N/A	156
5	915	85	1,108	103	2,023
6	1,055	98	1,010	94	2,065



 (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

Sicilian Avenue has c. 70k sq ft of contemporary office space, and will additionally benefit from the 300k sq ft opening at Victoria House, the new Life Sciences Building on Bloomsbury Square. Retailers can offer hot drinks, smoothies, quick bites or a sit down express business lunch for workers desiring a serene environment.

## 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.



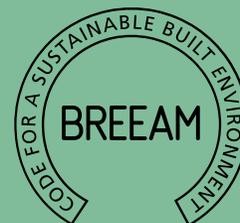
**Estate-wide greening & biodiversity strategy**



**Natural ventilation (openable windows)**



**Targeting 'Excellent'**



**Collaborating with the Central District Alliance**



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