



Heart of London Business Alliance  
The Business Improvement District

## Agenda Item 7.6 Legible London



Heart of London have an agreement with WCC and TfL to part fund Legible London within the area. We have put in place the following conditions to maximise return on investment and ensure the public sector prioritises our area to make this happen.

- Implementation takes place this financial year
- If the overall costs reduce value engineering then our costs will reduce equally in percentage terms to the overall cost
- Influence on the mapping, placement and features included.
- Maximum of £30k investment by Heart of London

The drawings on the following pages outline the initial placement strategy, there is also more Legible London signage going in the area not shown on the following pages these include

- Piccadilly Circus signage being paid for by Oxford Street, Regent Street and Bond Street (ORB)
- Leicester Square and environs signage funded through the Leicester Square Action Plan