FITZROY PLACE

The most significant development in Fitzrovia for over 50 years.
Located in the heart of Fitzrovia and just 5 minutes’ walk from Oxford Circus, Fitzroy Place is a landmark development comprising prime office space, enticing retail outlets and luxury new homes, all gathered round a stunning landscaped square.

With unrivalled transport connections and easy access to some of London’s best restaurants, hotels and shopping streets, 2 Fitzroy Place presents a unique opportunity for a business to locate itself in one of the most thriving districts of central London.
A central location

An alluring hub in the West End, Fitzrovia is just a short walk from Mayfair, Oxford Street and Soho.
Fitzrovia is blessed with a collection of some of the best restaurants, cafés, pubs and hotels in London. And of course Fitzrovia Place has its very own on-site restaurant Percy & Founders and café, the Larder.

1. **Percy & Founders, Fitzroy Place**
   Open all day, Percy & Founders offers everything from morning coffee or breakfast to lunch, dinner and evening cocktails.

2. **The Detox Kitchen, Mortimer Street**
   Set across two floors, this flagship deli features a salad and juice bar on the ground floor and a fully equipped fitness studio downstairs.

3. **The Larder, Fitzroy Place**
   A bright contemporary café for light, health-conscious eats with an upscale deli counter.
The landscaped square at Fitzroy Place
Fitzroy Place’s own landscaped square offers a
ew amenity space in the heart of an area blessed
with parks, secret gardens and green corners.

2 FITZROY PLACE

Perfectly positioned and beautifully presented.
2 Fitzroy Place is an ideal setting for work and business.
No 2 Fitzroy Place is one of the finest new buildings in Fitzrovia, making the most of a prominent position on the streetscape and within the development as a whole.

Designed from the outset with sustainability at its heart, the building benefits from views and natural light to three sides and on upper floors, all four sides.
A collection of subtly defined seating areas offer an inviting focal point to the lobby, which is enriched by warm and luxurious natural materials.
The masterplan engages sensitively with the local surroundings of W1 to create a beautiful and appealing new London destination. Under the square lies the servicing for the site including car parking and extensive facilities for cyclists with secure storage and gym-quality changing rooms.

FITZROY PLACE CURRENT OCCUPIERS

1 Fitzroy Place

Estate Lauder

1 Fitzroy Place is the new headquarters of Estée Lauder Companies UK and Ireland. A global leader in prestige beauty, the company’s diverse portfolio of brands is sold in over 150 countries.

2 Fitzroy Place

Allfunds Bank S.A.

A leading European Mutual Fund platform aimed exclusively towards institutional clients, offering integrated fund solutions. Owned by the Santander and Intesa Sanpaolo groups, the company has more than €260bn assets under administration and offers over 5,000 funds from 540 fund managers.

Bakkavor

Bakkavor Group is a leading manufacturer in the fresh prepared foods market, specialising in developing private label products for top global grocery retailers and international foodservice operators. With 40 operating facilities, the group employs 18,000 people and makes over 5,000 different products.

LendInvest

The UK’s leading online platform for property lending and investing. Since opening for business in 2013, LendInvest investors have lent more than £640 million to hundreds of borrowers to finance 2,300 new and rebuilt homes worth over £1 billion.

Volterra Fietta

Volterra Fietta is the only dedicated public international law firm in the world and has one of the largest arbitration teams in London. Their work positively impacts upon millions of people across the globe: redrawing international borders, settling conflicts and resolving billion dollar disputes.

1. Dettox Kitchen

Healthy food options, served fresh every day.

2. Percy & Founders

Fine food and drink.

3. The Larder

A neighbourhood café, store & wine bar.

4. Estée Lauder

The UK & Ireland headquarters for this iconic fashion company.
Floor plans allow for a wide choice of staff working patterns with excellent provision for meeting rooms and service spaces.
The quality of 2 Fitzroy Place enables the highest level of fit out to be delivered.
An exposed services fit-out is achievable at 2 Fitzroy Place allowing occupiers to deliver a contemporary floor design.
FLOOR PLAN
LEVELS 2 – 4

Floor area
Levels 2 – 4
1,195 sqm / 12,866 sqft
**HIGH DENSITY SPACE PLAN**

- **Sector**: Corporate
- **Layout**: Typical
- **Tenant**: Single floor
- **Level 4 NIA**: 1,195sqm /12,866sqft
- **No. offices (4.5m x 4.5m)**: 2
- **No. offices (3m x 4.5m)**: 4
- **No. open plan desks**: 116
- **Total desk count**: 119
- **sqm / desk**: 10
- **sqft / desk**: 107

**LOW DENSITY SPACE PLAN**

- **Sector**: Corporate
- **Layout**: Typical
- **Tenant**: Single floor
- **Level 4 NIA**: 1,195sqm /12,866sqft
- **No. offices (4.5m x 4.5m)**: 1
- **No. offices (3m x 4.5m)**: 0
- **No. open plan desks**: 95
- **Total desk count**: 96
- **sqm / desk**: 12.5
- **sqft / desk**: 134
SPECIFICATION

- Stunning reception accessed via double-height colonnade
- 4 pipe Fan coil air-conditioning
- Public areas smoke alarm
- Dedicated theatre, lecture and cycle facilities
- Secure hi-tech gates
- 2 passenger lifts
- 24 hour concierge
- BREEAM Excellent
- EPC B
- Award winning mixed use Development

FITZROVIA

One of the most vibrant and enticing parts of central London, Fitzrovia has a rich identity and character all of its own.
Fitzrovia is one of the best served areas of central London for transport and communication links.

There are four underground stations within a short walk of Fitzroy Place, including Oxford Circus and Tottenham Court Road. The latter will also be home to a Crossrail station which will offer a rapid and direct service to Heathrow Airport and The City.

1. **By bike**
   - Fitzrovia is well served by both cycle routes and the Santander Cycle Hire Scheme.

2. **By tube**
   - Oxford Circus is just five minutes’ walk from Fitzroy Place.

3. **By train**
   - Tottenham Court Road Crossrail station will offer a rapid and direct service to Heathrow Airport and The City.
One of central London's most vibrant districts, Fitzrovia is home to some of the best restaurants in London, including the ever fashionable Roka, the Michelin-starred Pied à Terre and Hakkasan.

Leading world-class hotels in the immediate area include the Sanderson and the London EDITION.

1. Fine dining  
The district has an enviable reputation for its cuisine.

2. Green spaces  
Regents Park is one of a number of green spaces and squares within a short walk of Fitzroy Place.

3. Café culture  
Fitzrovia is home to a flourish of independent cafés, ideal for casual business meetings.
AVIVA INVESTORS
Aviva Investors is the global asset management business of Aviva plc, the UK’s largest insurer and one of Europe’s leading providers of life and general insurance. They currently invest over £344bn (as at 31 December 2016) on behalf of their customers and are active investors/developers within the central London market. As long-term owners and developers of real estate, Aviva Investors has an established track record in award-winning and best in class real estate projects.
avivainvestors.com

ASHBYCAPITAL
AshbyCapital is a property investment advisory business focusing on high-quality assets in locations with strong prospects for long term growth. The company identifies property opportunities and invests across a range of sectors, working together with established and respected partners to maximise assets and deliver outstanding returns. It is one of the most active investors in the UK with a growing portfolio of property investments.
ashbycapital.com

CONTACT
CBRE
Henrietta Place
London
W1G 1NQ
T +44 (0)20 7182 2000
Matt Chickens
matt.chickens@cbre.com
T +44 (0)20 7182 2023
Rosie Oulton
rosie.oulton@cbre.com
T +44 (0)20 7182 2799
Richard Smart
richard.smart@cbre.com
T +44 (0)20 7182 2577

JONES LANG LASALLE
22 Hanover Square
London
W1S 1JA
T +44 (0)20 7493 6040
Mark Radford
mark.a.radford@eu.jll.com
T +44 (0)20 7087 5613
Paul Grindal
paul.grindal@eu.jll.com
T +44 (0)20 7087 5768

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