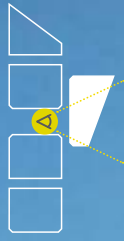


# ruskin square

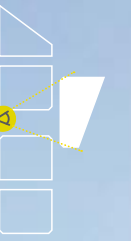
LONDON





**WELCOME TO RUSKIN SQUARE.** THIS IS ONE OF LONDON'S MOST SPECTACULAR NEW DEVELOPMENTS, 1,980,000 SQ FT OF COMMERCIAL OFFICES, RESIDENTIAL AND RETAIL, BUZZING WITH EXCITEMENT, CONNECTED TO THE WORLD, BALANCING LIFE, WORK AND LEISURE. **TRAIN STATION INCLUDED...**

- 04 Welcome
- 06 Croydon Stories
- 12 Aerial
- 14 The Vision
- 20 Westfield/Hammerson
- 22 Space to Live
- 24 Space to Work
- 26 Space to Play
- 28 Connectivity
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- 58 Funder
- 60 Project team



## Ruskin Square Welcome

We're creating a brand new quarter in London. Croydon is already one of Europe's largest commercial centres, but the completion of Ruskin Square, with up to 1,250,000 square feet of new, grade A office space, 625 contemporary new homes, retail, cafés and restaurants will take the area to a whole new level.

You might want to travel from Ruskin Square to central London. You may need to head out to Gatwick Airport. Whichever way you're going, just allow 20 minutes. That's how connected Croydon is.

We're not in the centre of London – it's even better than that. Close enough to do lunch. Distant enough to have our own identity, with a name adopted from one of Croydon's most famous sons, the philanthropist and social thinker, John Ruskin.

His view was that, "The measure of any great civilization is in its cities, and a measure of a city's greatness is to be found in the quality of its public spaces, its parks and its squares"

Ruskin Square will be a place that combines inspiring offices and beautiful homes with shops, cafes, and relaxing spaces. A place where work, life and leisure meet in the most positive of ways.



View of Building 1 from new Bridge Square.

**CROYDON CULTURE**  
**SIMON THOMSETT** — CHIEF EXECUTIVE  
FAIRFIELD HALLS THEATRE

FAIRFIELD HALLS FLOURISHES BY BEING AT THE CENTRE OF LONDON'S MOST POPULOUS BOROUGH WITH SECOND TO NONE TRANSPORT LINKS INTO LONDON CENTRE AND TO GATWICK AND BEYOND. THE ENVIRONMENT IS BUSY AND MODERN WITH AN EMERGING NEW NIGHT-TIME ECONOMY AND REAL PROGRESS BEING MADE THROUGHOUT THE TOWN CENTRE WITH NEW DEVELOPMENTS, CREATING A STRONG SENSE OF BELONGING AND CIVIC PRIDE.



# CROYDON STORIES

CULTURE  
BUSINESS  
SPORT  
LEISURE  
RETAIL

**Come and meet some of the people who have got Croydon buzzing.** The ongoing regeneration of this part of London is in part down to their enterprise, their success, their talent and drive. Some of them have been here a long time, others have arrived recently. Why not join them?



---

**CROYDON BUSINESS**  
**JOHN O'ROARKE — MD**  
**LV=LIVERPOOL VICTORIA**

EMPLOYING 5,000 PEOPLE AND SERVING OVER FIVE MILLION CUSTOMERS WITH A RANGE OF FINANCIAL PRODUCTS, WE ARE THE UK'S LARGEST FRIENDLY SOCIETY AND A LEADING FINANCIAL MUTUAL. CROYDON OFFERS AN EXCELLENT BASE FOR US FOR A NUMBER OF REASONS. THERE IS A LARGE LOCAL POOL OF RESOURCE FROM WHICH WE CAN RECRUIT FOR A WIDE RANGE OF SPECIALIST SKILLS AND THE TOWN HAS EXCELLENT TRANSPORT LINKS BOTH INTO LONDON AND OUT TO THE HOME COUNTIES AND SOUTH COAST.

---

**CROYDON SPORT**  
**MARTYN ROONEY — OLYMPIC 400M**  
**CROYDON HARRIERS**

WITHOUT THE SUPPORT OF CROYDON HARRIERS ATHLETIC CLUB AND THE OPPORTUNITIES OFFERED BY CROYDON COUNCIL TO RACE AGAINST OTHER ATHLETES IN THE BOROUGH, I DOUBT IF I'D HAVE CARRIED ON AND GONE ON TO REACH AN OLYMPIC FINAL, AS I DID IN BEIJING IN 2008.





**CROYDON LEISURE**  
**MALCOLM JOHN** — RESTAURANTEUR  
**FISH & GRILL**

MICHELIN RATED CHEF MALCOLM JOHN'S THRIVING RESTAURANT CHAIN CONSISTS OF FOUR NEIGHBOURHOOD RESTAURANTS WITH ONE OF THESE, FISH & GRILL, IN CROYDON. THEIR BUSINESS STRATEGY IS TO TARGET AREAS OF GREAT POTENTIAL AND GROWTH WHERE THERE ARE GAPS IN THE MARKET FOR QUALITY INDEPENDENT RESTAURANTS. AS A RESULT THE BUSINESS HAS GREATLY CONTRIBUTED TOWARDS CHANGING THE PERCEPTION OF FINE DINING IN CROYDON.



**CROYDON RETAIL**  
**GLYNIS GUNNING STEPHENSON** — MANAGER  
**JOHN LEWIS AT HOME**

JOHN LEWIS WANTED TO OPEN A SHOP IN CROYDON FOR MANY YEARS AND FINALLY FOUND A SUITABLE SITE FOR AN 'AT HOME' ON THE PURLEY WAY. MANY OF OUR CENTRAL LONDON CUSTOMERS LIVE IN AND AROUND CROYDON AND NOW THEY HAVE THEIR OWN JOHN LEWIS PRACTICALLY ON THE DOORSTEP, MAKING THIS FAMILIAR AND TRUSTED BRAND MORE CONVENIENT THAN EVER.



PROPOSED WESTFIELD/HAMMERSON REDEVELOPMENT

COLLEGE GREEN MASTERPLAN (CIVIC/CULTURAL QUARTER)

EAST CROYDON RAIL STATION



B5

B4

B3

B2

B1

Residential



## The Vision

The vision for Ruskin Square is to create an exciting new business, residential and leisure quarter within the centre of Croydon. A new place in an established town centre. This new place will be a high quality environment in which people will want to live, work and relax.

It will comprise in total, five Grade A office buildings of between seven and 15 storeys, which will provide up to 1,250,000 sq ft (net) of new accommodation with flexible floor plates and an abundance of natural light together with up to 625 residential units, 100,000 sq ft of retailing, cafes and restaurants all within areas of attractive public realm.

Through this mix and blend of uses, the scheme will be a thriving and vibrant community, well-managed and well-connected to its immediate environs and Central London.

### — First class accessibility

A superb town centre location with excellent public transport connections.

### — A high quality, mixed use urban quarter

The scheme has been designed to create a new destination with emphasis on combining a variety of uses and place-making features.

### — Strategic regeneration

Ruskin Square will be part of an outstanding regeneration project in the centre of Croydon which will include world class retail, leisure and residential uses.

#### PLAN KEY

- BUILDING 1
- OFFICES
- PHASE 1 RESIDENTIAL\*
- RESIDENTIAL
- RETAIL / LEISURE
- BOUNDARY
- PROPOSED WESTFIELD/HAMMERSON DEVELOPMENT



\* Consented and progressing with Places for People towards completion in summer 2016.



View of Building One and first phase residential looking north-west from East Croydon Station.





View looking North from new Station Plaza

## Westfield / Hammerson A new retail centre

Westfield/Hammerson have joined together for the redevelopment of Croydon's retail centre. The Croydon Partnership has plans to invest £1 billion in redeveloping the Whitgift and Centrale centres. This will bring an outstanding shopping, leisure and residential development to the centre of Croydon and will kick-start the wider regeneration of the town.





[01]



[04]

# SPACE TO LIVE



[05]



[06]

- [01] PARK HILL WATER TOWER
- [02] CENTRALE SHOPPING CENTRE
- [03] WANDLE PARK
- [04] THE QUEEN'S GARDENS
- [05] THE BRIT SCHOOL
- [06] CLOCKTOWER ARTS CENTRE / MUSEUM OF CROYDON
- [07] PROPOSED WESTFIELD/HAMMERSON CROYDON



[02]



[03]



The redevelopment of the Whitgift and Centrale shopping centres by Westfield and Hammerson into a retail and leisure destination will reposition Croydon as the best place to shop, work and live. Ruskin Square will add to and enhance Croydon's shopping experience, especially as it will be the gateway for people arriving to shop at the Westfield/Hammerson scheme.



[07]



[01]

- [01] NO.1 NLA TOWER
- [02] SUPERB CHOICE OF RESTAURANTS NEARBY
- [03] NEWLY BUILT COUNCIL OFFICES
- [04] CROYDON'S TRANSPORT HUB
- [05] RENAISSANCE
- [06] METROPOINT



[02]



[03]

**Croydon is a great place to do business.**

With lower office space costs than Central London, Croydon is one of the Capital's most economic centres. It is the biggest commercial hub for the south coast and London region, which stretches from Hampshire to Kent. Over 9,000 local, national and international businesses thrive here and more than 30 blue chip companies have their regional or national HQs here. In particular, Croydon has a large number of leading multi-national companies in the finance, insurance and engineering sectors.



[06]



[05]



[04]

SPACE  
TO  
WORK



[01]



[03]

- [01] ADDINGTON GOLF CLUB
- [02] FAIRFIELD HALLS THEATRE
- [03] CRYSTAL PALACE
- [04] CRICKET AT THE WHITGIFT SCHOOL
- [05] TATE MODERN AT BANKSIDE
- [06] WIMBLEDON

**Of course, there's more to life than work.**

Croydon is ideally placed to keep you busy outside the nine to five. You can watch first-class sport at Crystal Palace, Epsom and Wimbledon. Or you can join and play your own game at many local clubs and courses. With London's Southbank and its iconic attractions all within easy reach, you get the best of both worlds.

- [07] THE LONDON EYE
- [08] IMAX CINEMA, SOUTHWARK
- [09] RACING AT EPSOM
- [10] SURREY HILLS
- [11] BRIGHTON ©PHOTOEVERYWHERE.CO.UK



[02]



[04]



[05]



[08]



[09]

**EATING OUT**

- ALBERT'S TABLE
- BAGATTIS
- FISH & GRILL
- IL PONTE
- PIZZA EXPRESS
- WAGAMAMA

**LEISURE**

- CLOCKTOWER ARTS CENTRE & MUSEUM
- CROYDON LEISURE AND AQUATIC CENTRE
- FAIRFIELD HALLS
- VIRGIN ACTIVE
- VUE CINEMA



[06]



[10]



[11]

SPACE  
TO  
PLAY

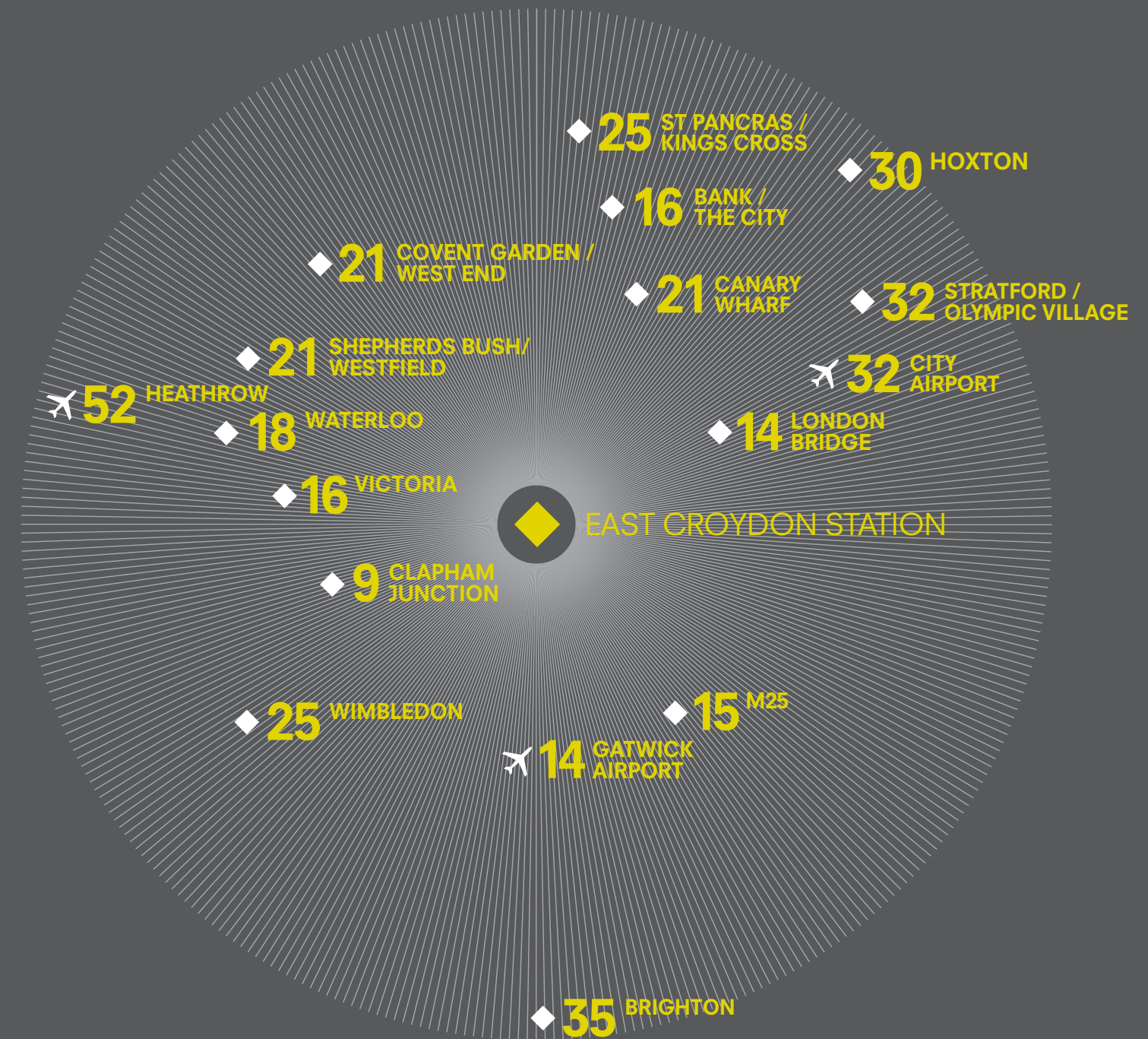
## Croydon — The best connections in London

Unlike any other London location, Croydon is able to offer exceptional accessibility by rail, bus and tram. As a result, it provides superb transport links to key destinations in London and the South East.

- It is just 16 minutes to London Victoria from East Croydon with services every five minutes and 12 minutes to London Bridge;
- It is only 14 minutes from East Croydon to Gatwick International Airport with services every 8 minutes;
- East Croydon Station is one of the busiest rail stations in the UK and is used by 27 million passengers a year;
- The tramlink provides an important east/west link with services from Beckenham to Wimbledon and is used by 28 million passengers a year. There is a dedicated tram stop outside Ruskin Square and it is estimated over 85,000 passengers alight here each week.

West Croydon has recently been the terminus for the extension of the East London line (overground), linking Croydon to the London Underground system. Looking ahead, Croydon's Thameslink connection is also being improved, with plans to extend it north eastwards to Cambridge and Peterborough, and westwards to Guildford. These works are planned to be up and running by 2018.

Travel times:  
Minutes



SOURCE: WWW.TFL.GOV.UK  
ALL TIMES ARE APPROXIMATE.



## A transport hub Local

Croydon has trams, trains and buses. There are 17 overground stations and 43 bus routes in the borough. The UK's biggest tram network helps make local travel easy and fast.

### RETAIL:

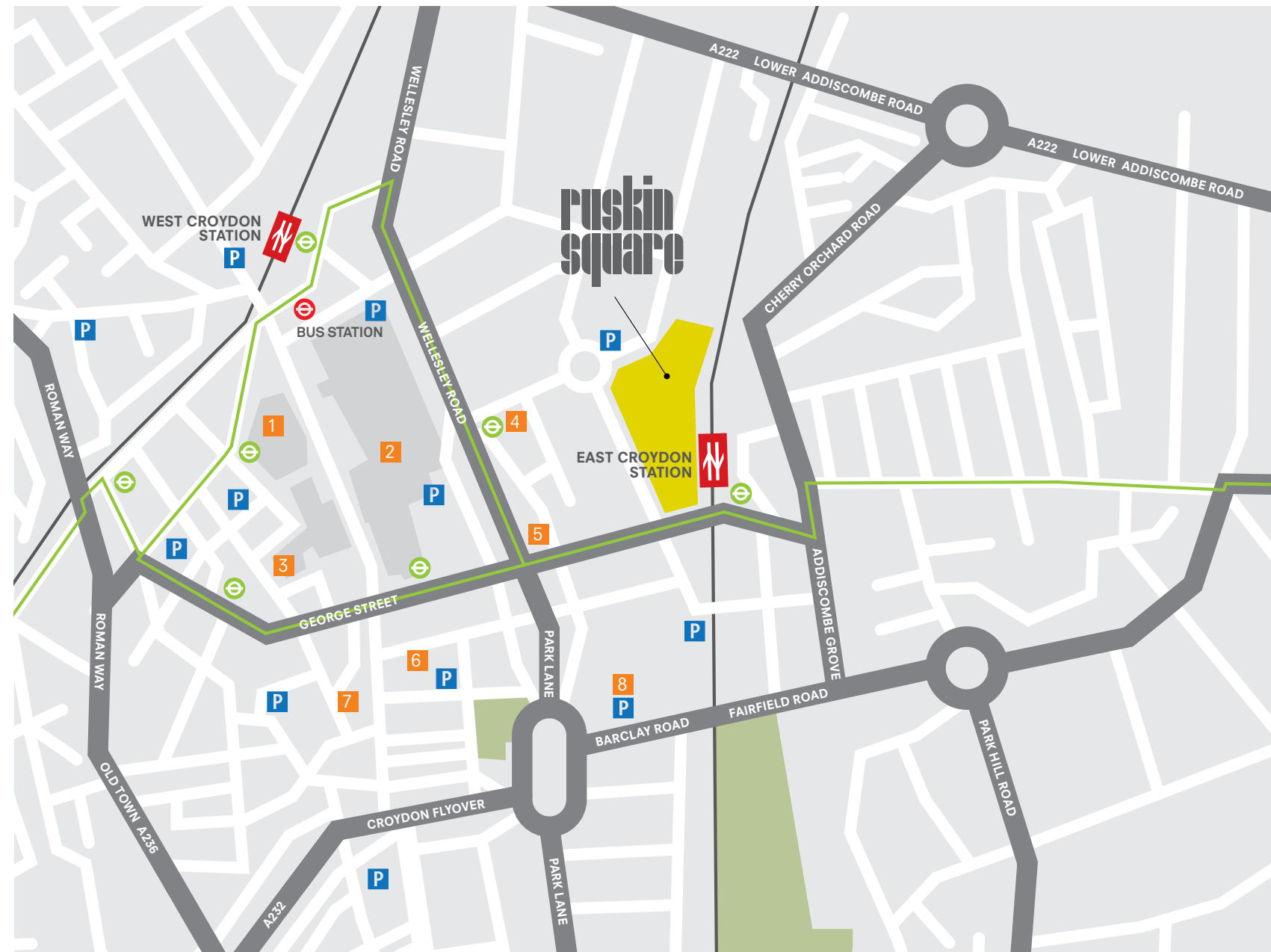
- 1 CENTRALE CENTRE
- 2 WHITGIFT CENTRE

### HOTELS:

- 3 HOLIDAY INN EXPRESS
- 4 JURY'S
- 5 TRAVELODGE

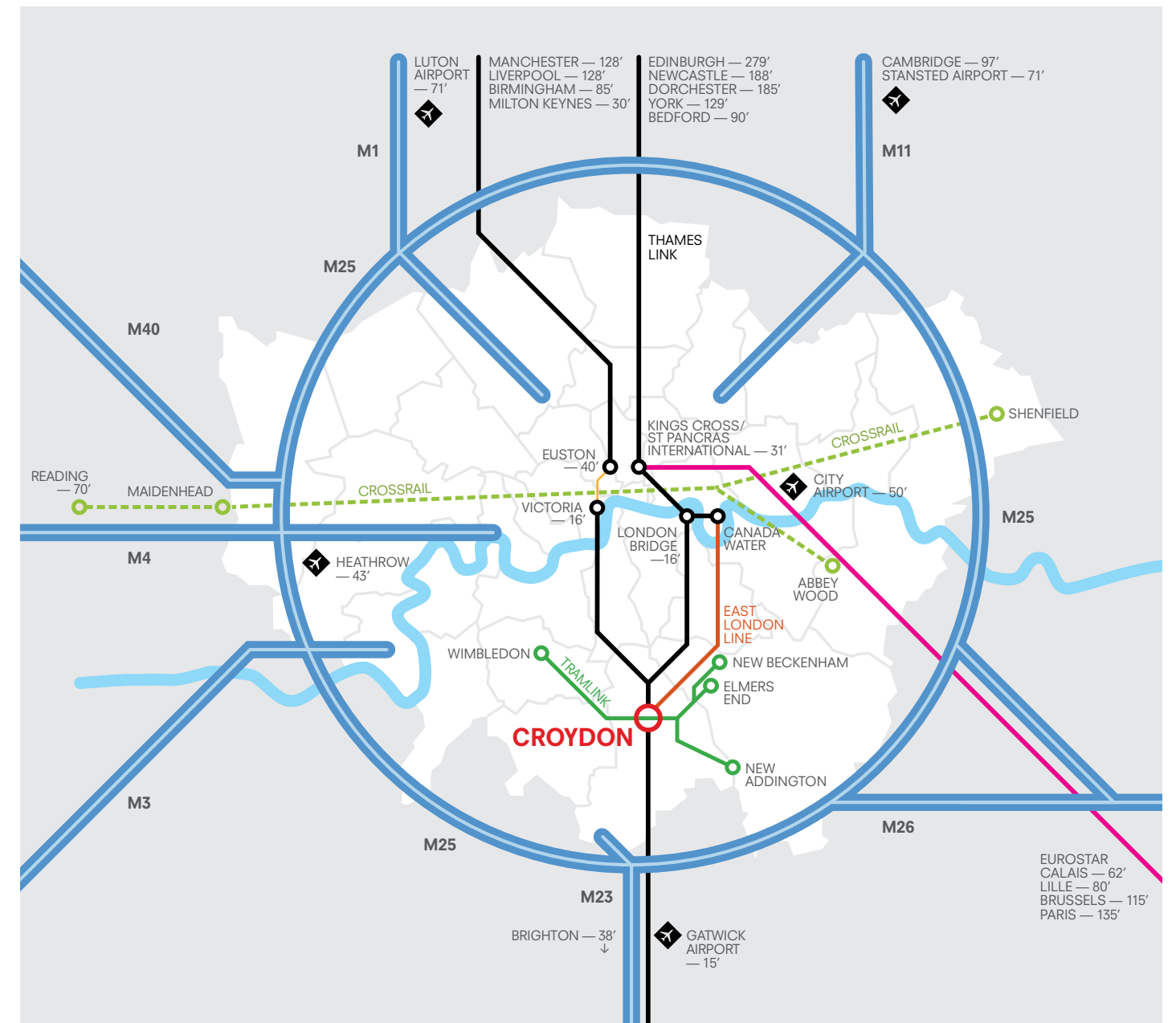
### LEISURE:

- 6 MUSEUM OF CROYDON
- 7 VIRGIN ACTIVE
- 8 FAIRFIELD HALLS

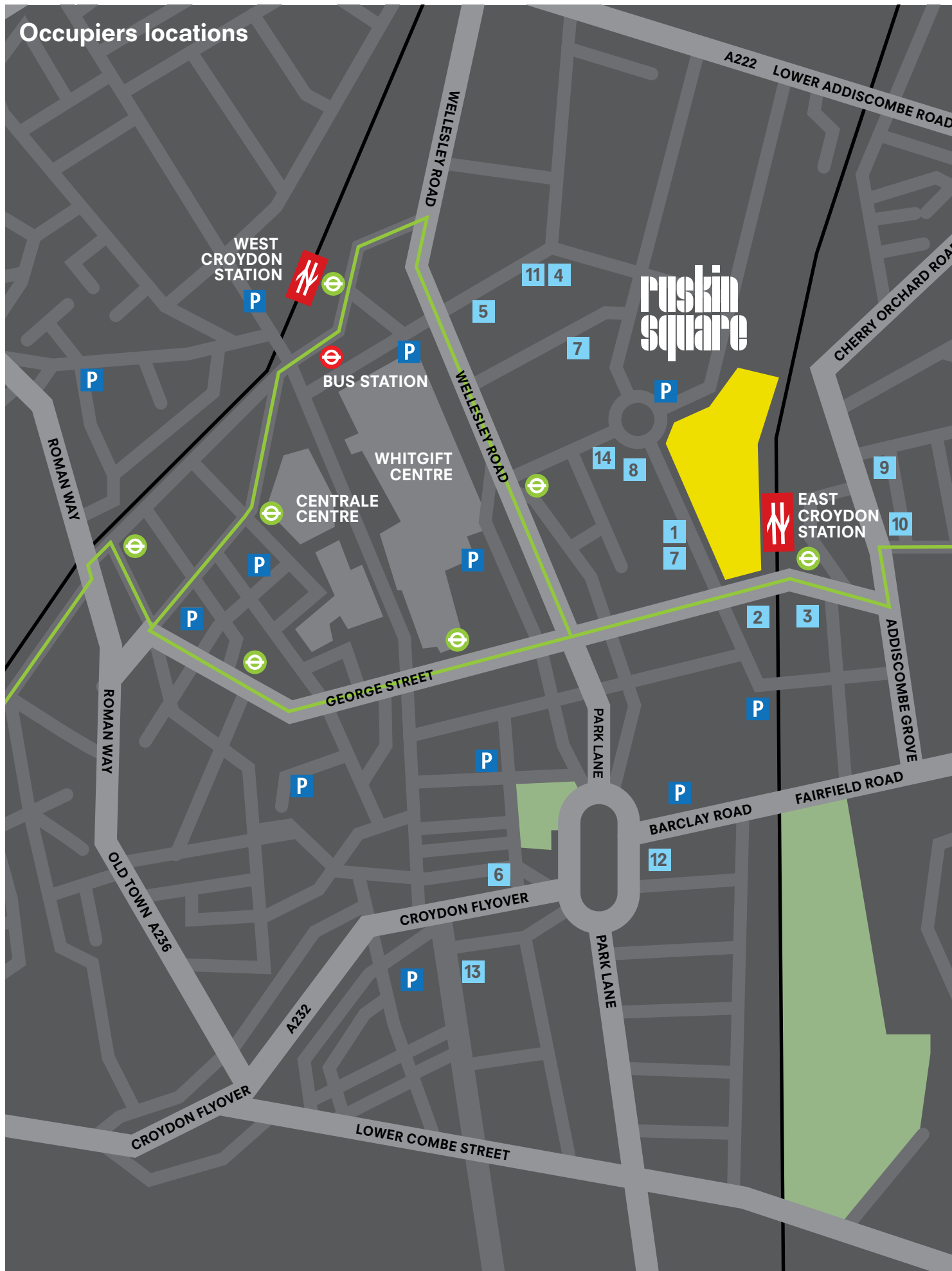


## A transport hub National

Croydon is the hub of south-east England. Just 8.5 miles from the M25 motorway, and within 20 minutes of many central London railway stations. Gatwick airport is just 15 minutes by train, putting you within easy reach of over 200 destinations worldwide.



## Occupiers locations



## In good company...

Croydon has a large labour pool to satisfy corporates wishing to locate within the town. As a result, the town has attracted a large number of leading multi-national companies in the finance, insurance and engineering sectors. The Public Sector also has a significant presence in the town. In total, more than 9,000 businesses have chosen Croydon as their home.

### Major employers in Croydon include:

#### MAJOR OCCUPIERS:

- 1 PENSION PROTECTION FUND
- 2 ALLIANZ
- 3 AIG EUROPE LIMITED
- 4 AECOM
- 5 HOME OFFICE UK BORDER AGENCY
- 6 CROYDON COUNCIL
- 7 MOTT MACDONALD
- 8 NETWORK RAIL
- 9 AMERICAN EXPRESS
- 10 SNC LAVALIN
- 11 ZURICH
- 12 LIVERPOOL VICTORIA
- 13 IPC MEDIA
- 14 GOLDMAN SACHS
- TRAMLINE



View looking into new central square from Dingwall Road



[02]



[01]

## A great place to live

**Croydon with a population of 370,000 is the capitals largest metropolitan centre outside Central London,** and like the commercial element, there is enormous potential for new residential development. Not only is it highly accessible, but it is considerably cheaper for residents compared to other more expensive areas in London. As part of the regeneration drive, Croydon Council is planning up to 8,000 new homes within the urban centre.

One of the most vibrant, new urban living areas is already underway at Ruskin Square; the first phase is under construction and will comprise 160 apartments. The residential development will comprise a mix of 1 and 2 bedroom units for sale and private rent with their own shared courtyard, garden and rooftop amenity space. Completion is due in the second half of 2016.

[03]



[04]



[05]

- [01] RUSKIN SQUARE (CGI)
- [02] SAFFRON SQUARE
- [03] ALTITUDE 25
- [04] THE EXCHANGE
- [05] RUSKIN SQUARE (CGI)

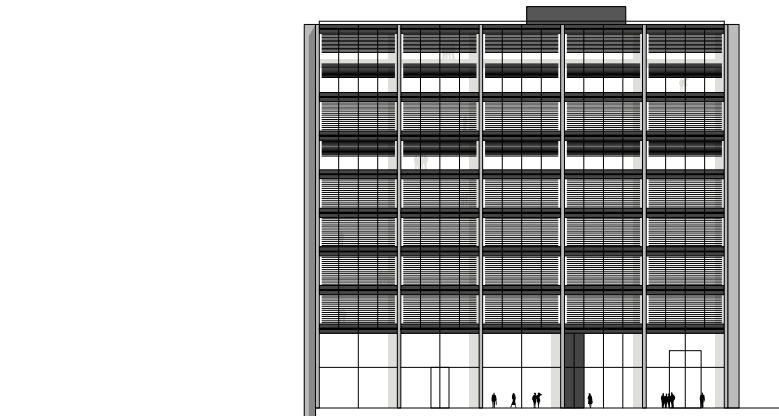
# Building One

## The first phase of offices at Ruskin Square

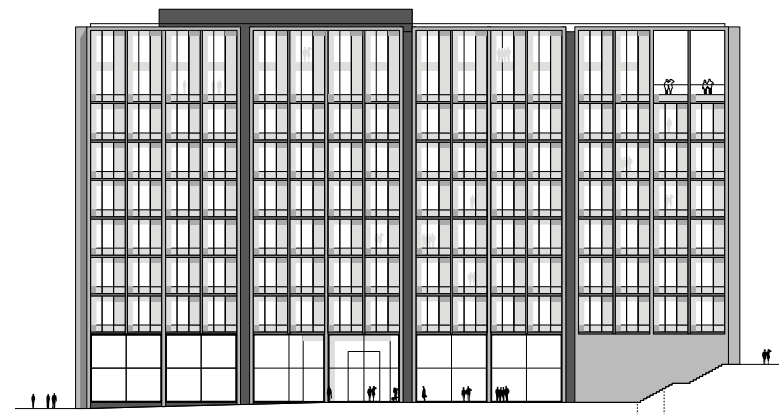
The first office building, which has been designed by shedkm will be contemporary, simple & elegant. A Manhattan loft experience, i.e. the occupier can create their own identity within their demise, ranging from raw exposed structure through to typical Grade A office finish. This design intent will manifest itself as an expressed structural grid on the external elevations, providing a very strong identity and architecture for the building. By virtue of this design and specification, it will stand ahead of any of the buildings in Croydon.

The building occupies a strategic position within Ruskin Square. Not only is it centrally located adjacent to the new entrance of East Croydon Station, but it will benefit from a frontage to the new pedestrianised avenue running through the scheme from the station to the major public open space at the heart of the development. The building will therefore be amongst a hub of activity, providing a great place for people to work and play.

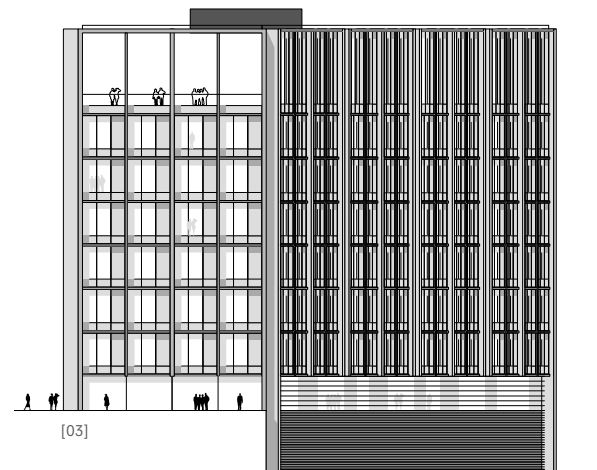
As a result of its position alongside East Croydon Station, the building will benefit from excellent visibility from trains entering and leaving one of London's busiest stations.



[01]

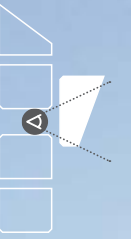


[02]



[03]

[01] B1, NORTH ELEVATION  
[02] B1, WEST ELEVATION  
[03] B1, SOUTH ELEVATION





## Ruskin Square Proposed office specification

### Structural grid

Typically either 9 x 9m or 9 x 7.5m.

### Loadings

Office areas (office + partition)  
3.5 + 1.0kN/m<sup>2</sup>.

### Floor to ceiling heights

3m clear height to underside of beam  
(3.7m clear height to soffit of slab)

### Raised floors

150mm gross raised floor depth.

### Ceilings

Exposed structural concrete soffit  
with ability to accommodate suspended  
metal access ceiling.

### Planning module

1.5m planning module.

### Occupational densities

Based upon people per sq m of net office  
area (NIA) occupational densities shall be  
as follows (assuming diversity):

General Office	1:8
General W.C. Provision	1:8
General Male:Female Ratio	50:60
Air conditioning	1:8
Fire escape	1:6

### Small Power

Office Floors 15W/m<sup>2</sup>+10W/m<sup>2</sup>  
(future capacity).

### Illumination Levels

Offices 250 — 350 lux.

### Lifts

5 Passenger lifts incorporating use of  
destination control/Hall Call.

1 No. 2000kg (min) goods lift.  
Firefighting lift provision.

### Offices Mechanical Plant

The offices will be cooled and heated by  
a variable speed fan coil system. Fresh air  
will be supplied at a constant volume and  
temperature by central air handling units  
(AHU) at roof level (to be determined).

### Environmental

Target BREEAM rating of 'Excellent'  
and target EPC 'B'.

### Servicing/Cars

Minimal car parking provision, circa two  
spaces. Loading bay at grade. Additional  
car parking available off site 1:5,000  
(available in adjacent multi storey car park).

### Façade

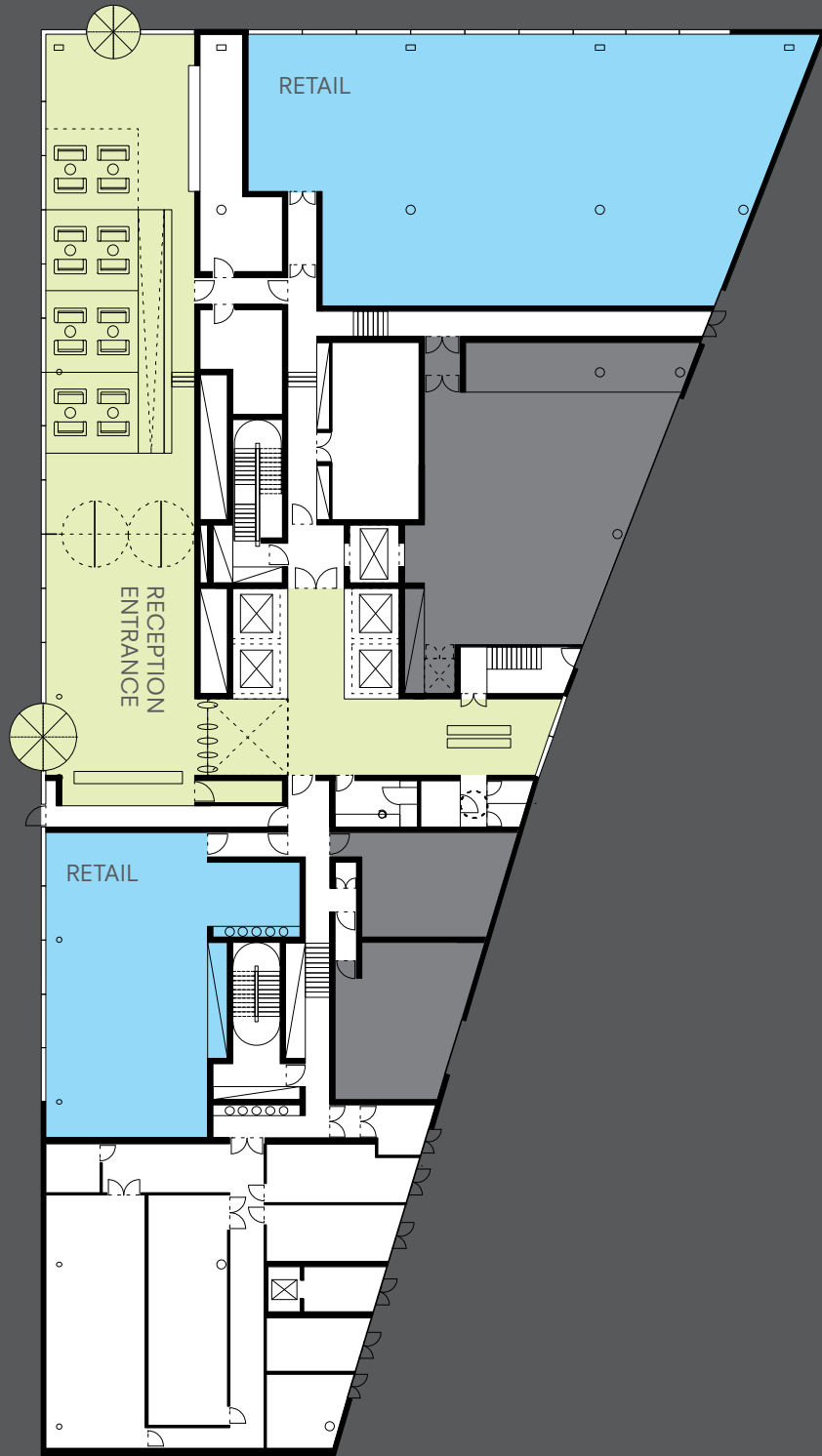
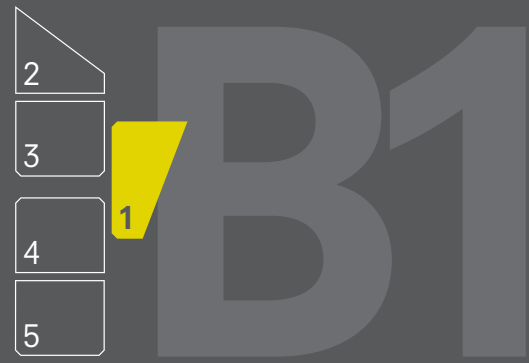
Façade solution will be based on glazed  
curtain walling.



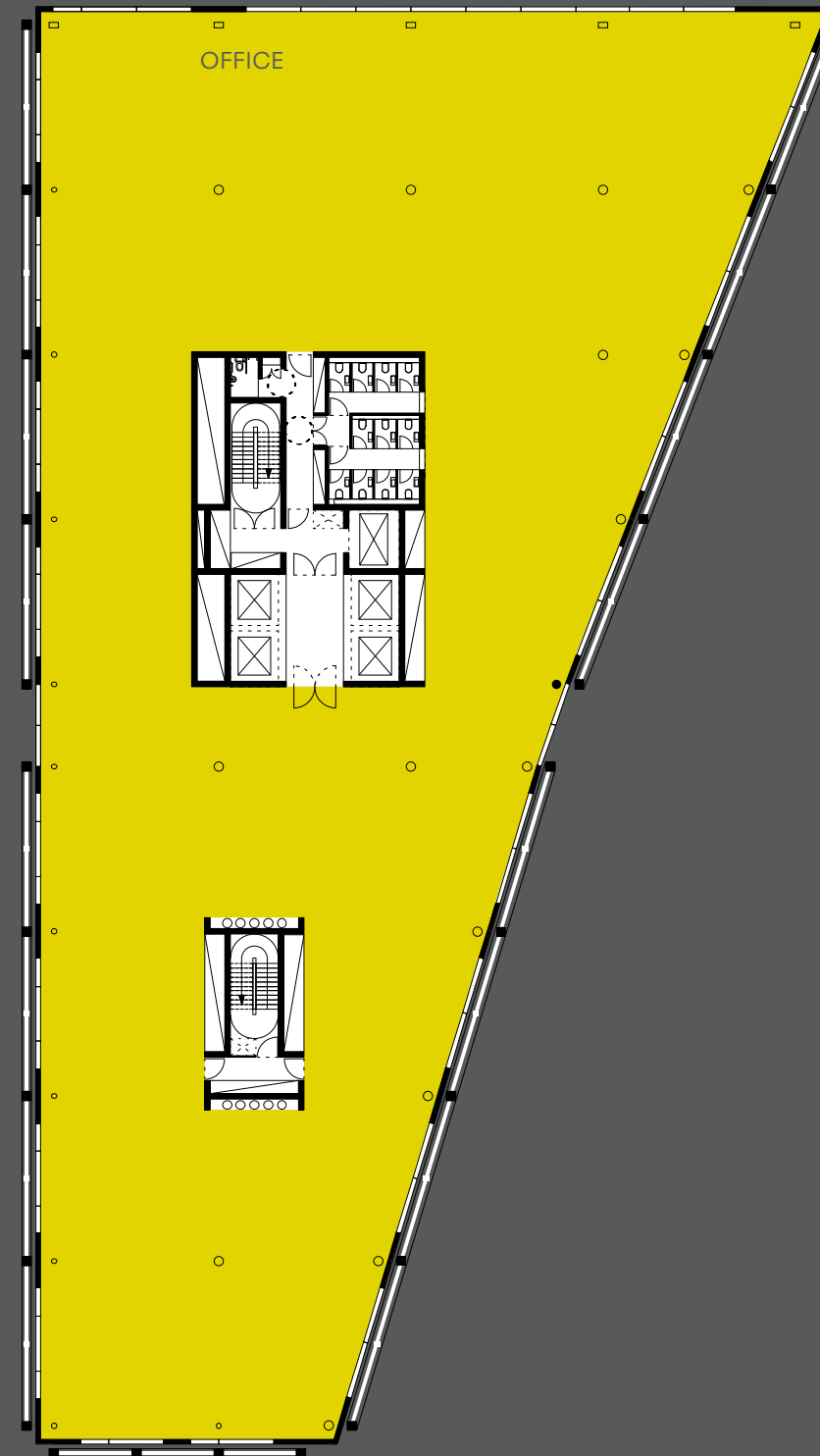
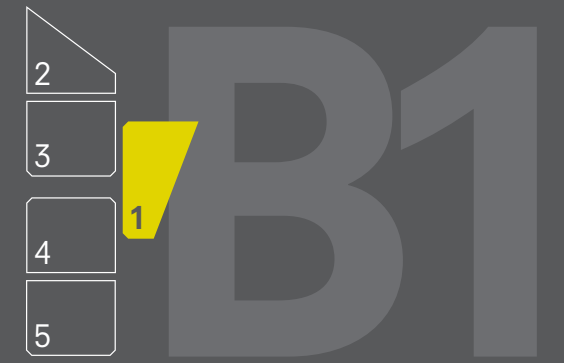




**Building One**  
Ground floor

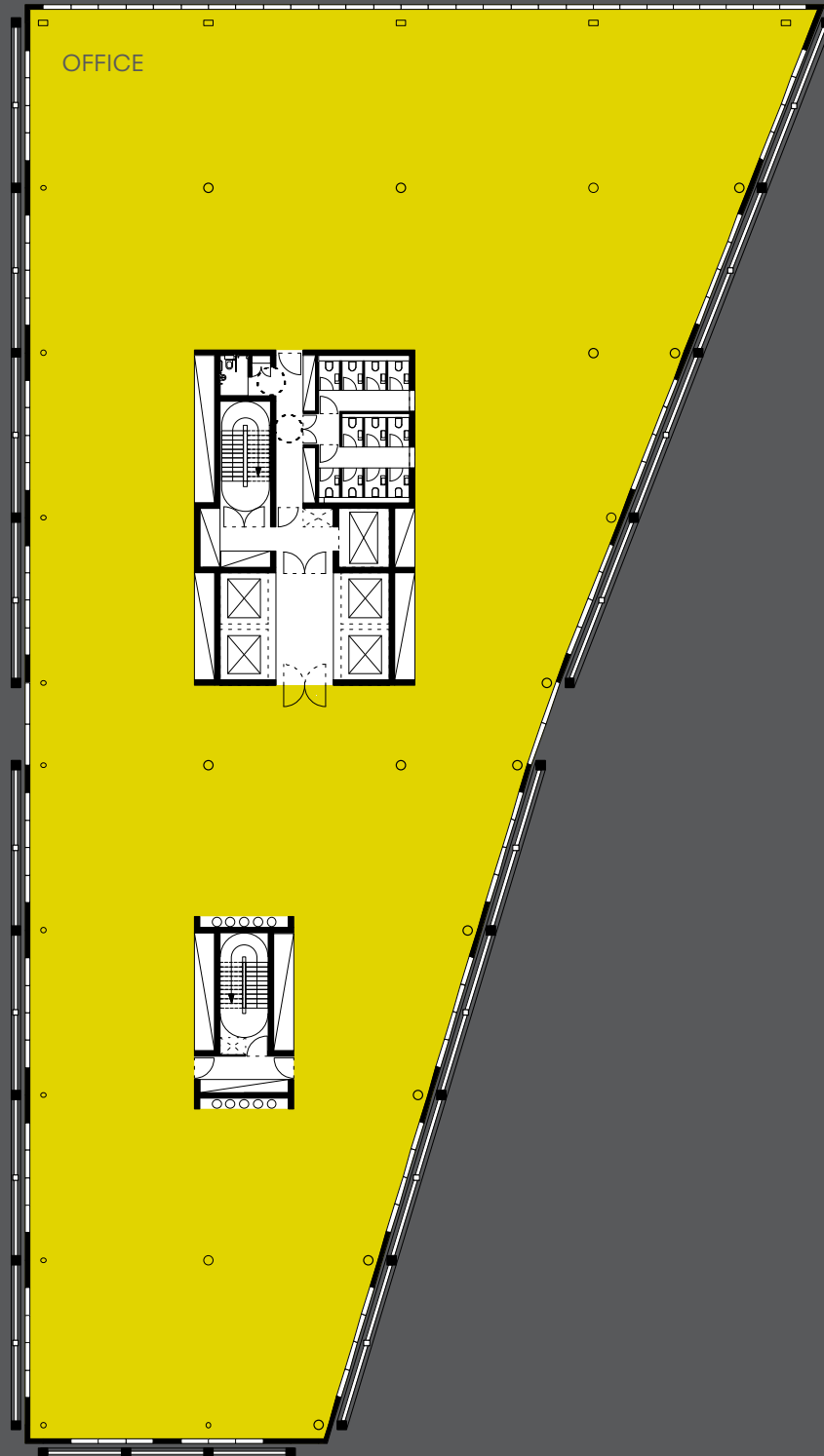
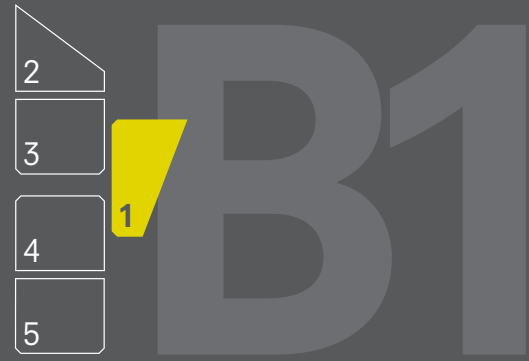


**Building One**  
Typical upper

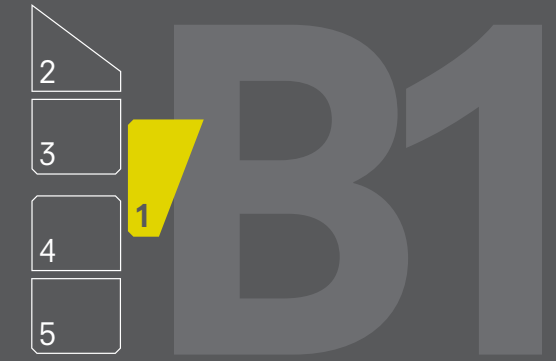


FLOOR	SQ M	SQ FT
9	1,848	19,892
8	1,848	19,892
7	2,045	22,012
6	2,045	22,012
5	2,045	22,012
4	2,045	22,012
3	2,045	22,012
2	2,045	22,012
1	840	9,042
<b>TOTAL</b>	<b>16,806</b>	<b>180,900</b>

**Building One**  
Floor 8



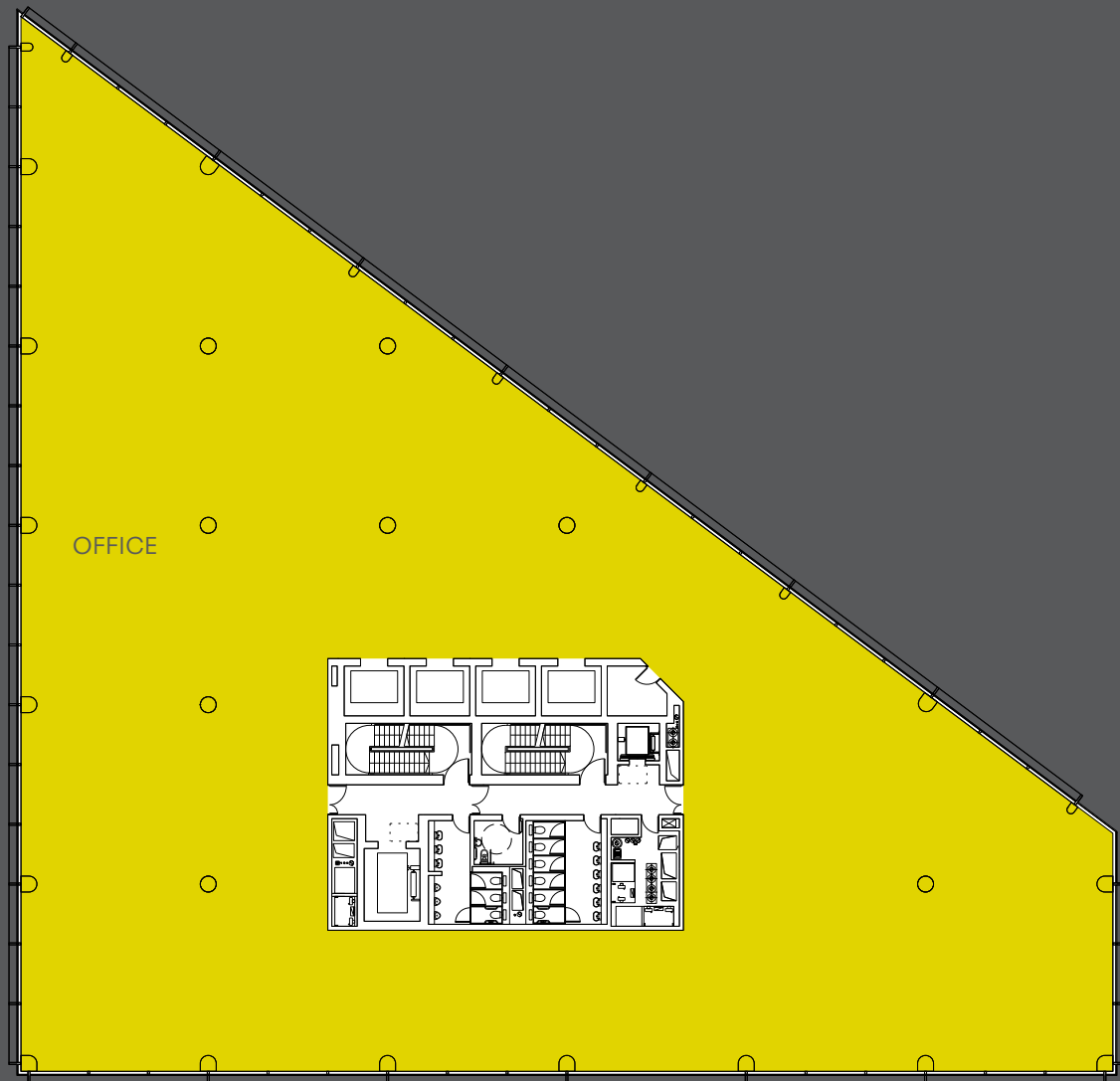
**Building One**  
Floor 9



FLOOR	SQ M	SQ FT
9	1,848	19,892
8	1,848	19,892
7	2,045	22,012
6	2,045	22,012
5	2,045	22,012
4	2,045	22,012
3	2,045	22,012
2	2,045	22,012
1	840	9,042
<b>TOTAL</b>	<b>16,806</b>	<b>180,900</b>

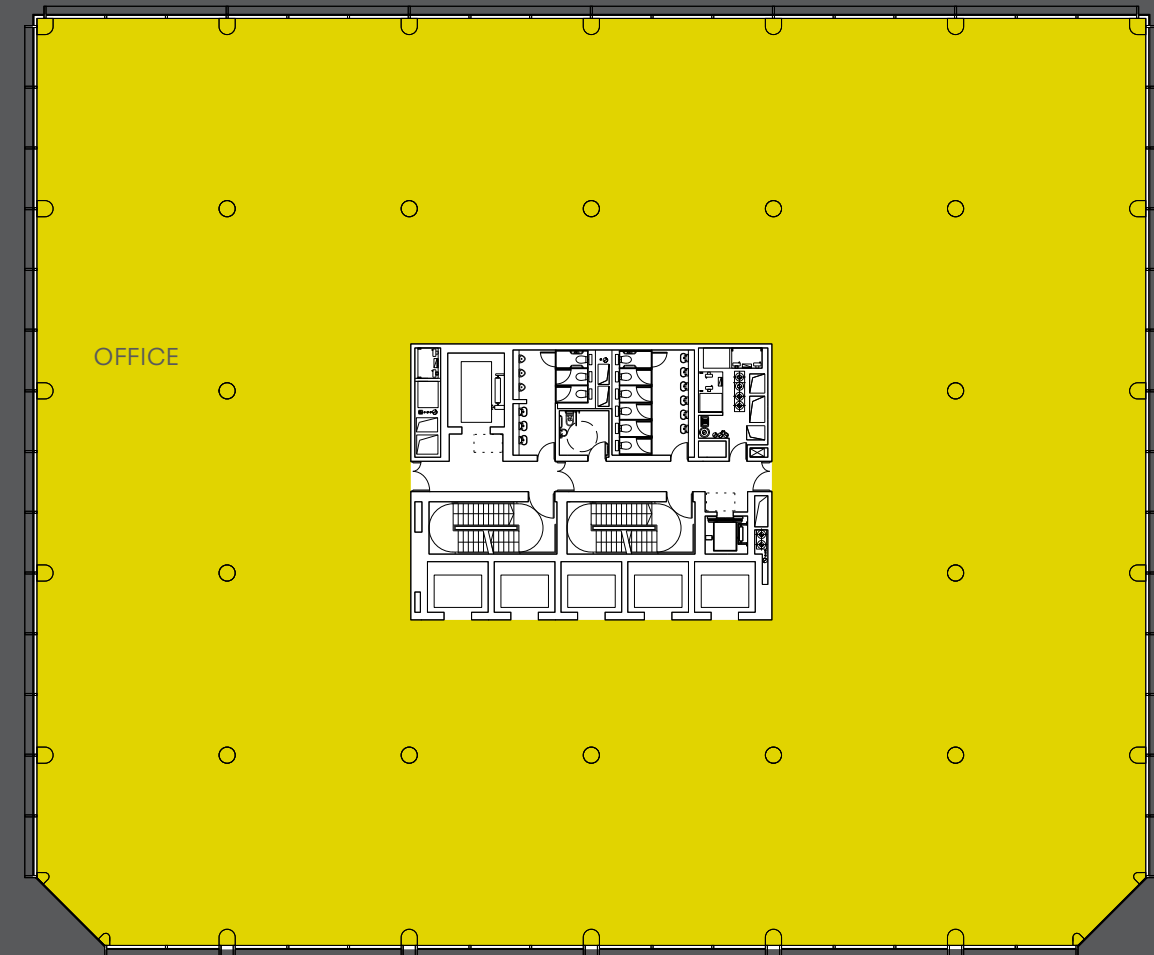
**Building Two**  
Typical upper

MINIMUM — 8 STOREYS (GROSS)	SQ FT	SQ M
OFFICE	147,143	13,670
MAXIMUM — 15 STOREYS (GROSS)		
OFFICE	258,119	23,980



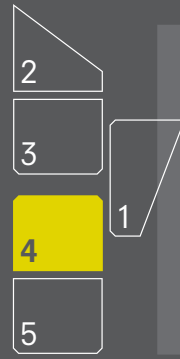
**Building Three**  
Typical upper

MINIMUM — 8 STOREYS (GROSS)	SQ FT	SQ M
OFFICE	211,726	19,670
MAXIMUM — 15 STOREYS (GROSS)		
OFFICE	349,558	32,475



**Building Four**  
Typical upper

MINIMUM — 8 STOREYS (GROSS)	SQ FT	SQ M
OFFICE	194,504	18,070
MAXIMUM — 15 STOREYS (GROSS)		
OFFICE	331,905	30,835

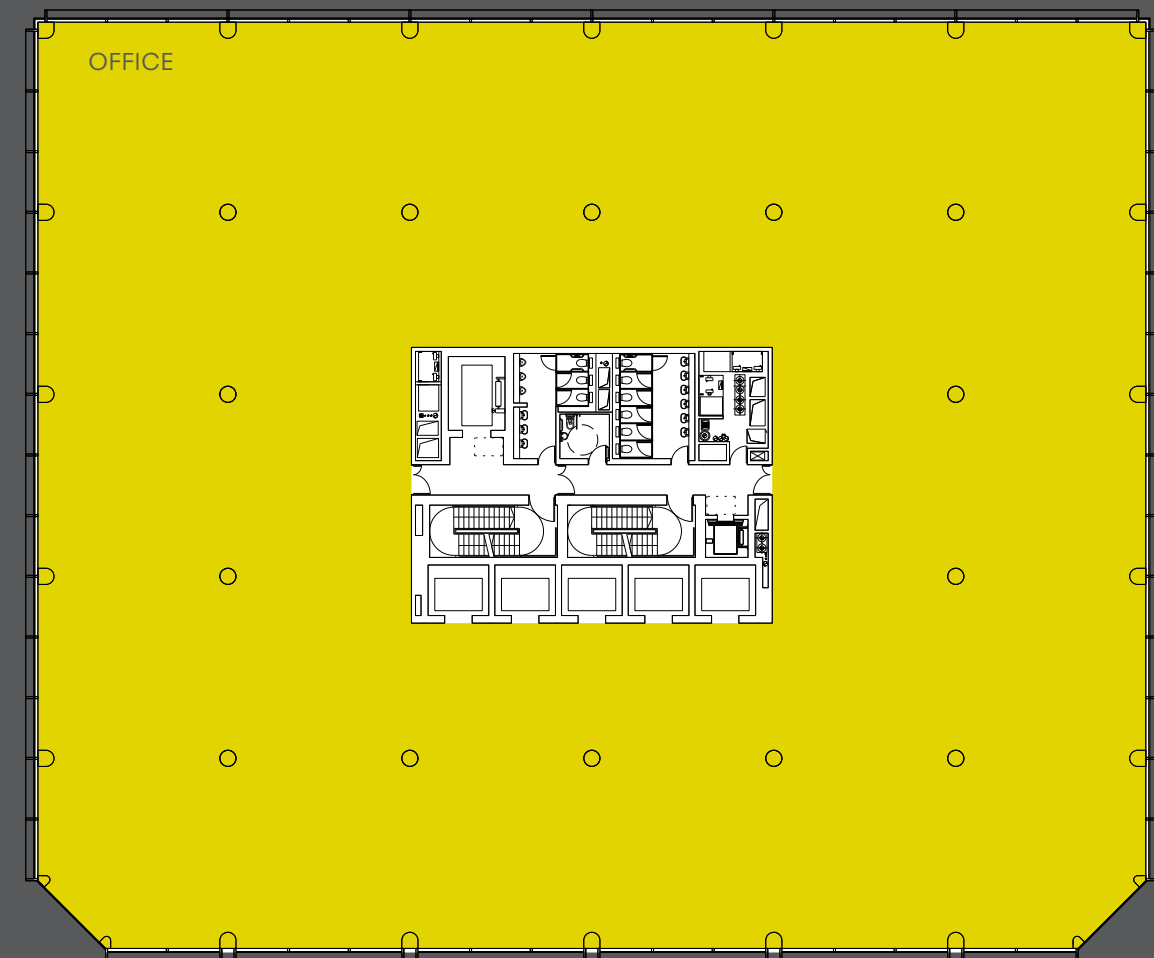
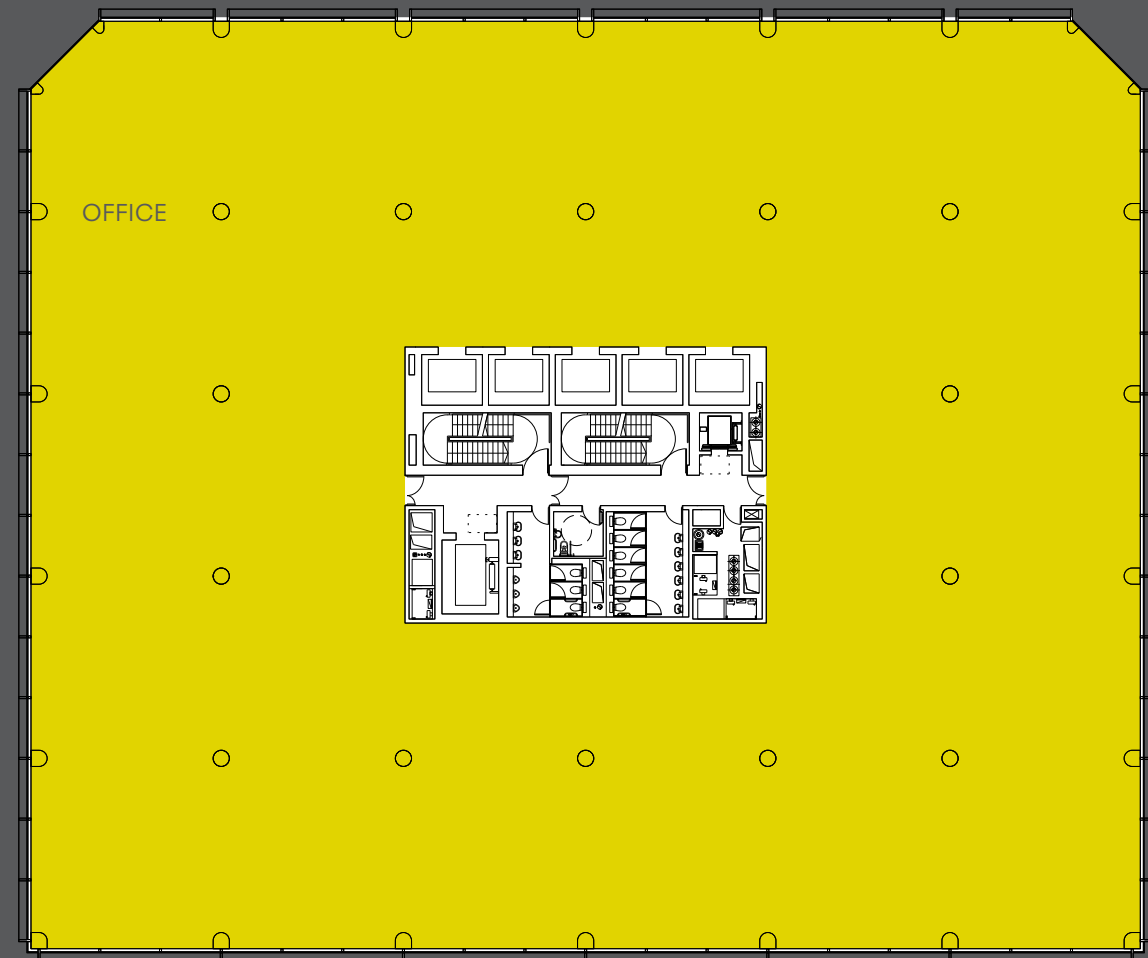


B4

**Building Five**  
Typical upper

MINIMUM — 8 STOREYS (GROSS)	SQ FT	SQ M
OFFICE	197,250	18,325
MAXIMUM — 15 STOREYS (GROSS)		
OFFICE	345,952	32,140

B5



Architecture — office  
**shedkm**

**shedkm** is a young and innovative architectural practice working from Liverpool and London. They have built nationally recognised, award-winning buildings across all sectors. From highly bespoke private houses to complex, multi-million pound regeneration projects, they produce critically acclaimed, high-quality architecture often from limited budgets and with difficult constraints.



Architecture — residential  
**Allford Hall Monaghan Morris**

**AHMM** make buildings that are satisfying and enjoyable to use, beautiful to look at and easy to understand. We believe in making places, as well as buildings, that work over time and have lasting qualities intrinsic to their architecture. We innovate because we know that innovation is as much about finding simpler ways of doing things better as it is about finding new things to do.





[01]



[03]



[04]

Developer  
**Stanhope**

Stanhope creates and delivers major commercial and mixed use developments in London and the South East. The company is known for the quality of its research, for driving excellent design and for innovative responses to occupier requirements. Stanhope has over 30 years experience as developer, development partner and development manager. During this time it has been wholly or jointly responsible for the delivery of commercial projects in excess of £10bn of commercial value. Recent projects include Chiswick Park, Central Saint Giles, 23 Savile Row and AirW1, as well as headquarter offices for NM Rothschild, BSKyB and Unilever.

- [01] LIME STREET, LONDON
- [02] CENTRAL ST. GILES, LONDON
- [03] PATERNOSTER SQUARE, LONDON
- [04] TELEVISION CENTRE, LONDON

Funder  
**Schroders**

Schroders manages £268.0 billion, as at 31 March 2014, on behalf of institutional and retail investors, financial institutions and high net worth clients from around the world, invested in a broad range of asset classes across equities, fixed income, multi-asset and alternatives.

Schroders has managed property funds since 1971, with over £11.0 billion of gross property assets under management at 31 March 2014. With a range of diversified and sector focused property funds, investors can choose between single country funds, regional funds and a global solution.

[01]



[02]

[01] CHISWICK PARK, LONDON  
[02] MERMAID QUAY, CARDIFF  
[03] STRATTON HOUSE, LONDON



[03]

Ruskin Square  
**Project team**

**Development Manager**

Stanhope

**Architect — Office**

shedkm

**Architect — Residential**

Allford Hall Monaghan Morris

**Landscape/public realm Architect**

Muf / Jo Gibbons

**Environmental Consultant**

Waterman

**Structural Engineer**

Arup

**MEP Engineer**

Arup

**Highways Consultant**

Vectos

**Cost Consultant**

Aecom

**July 2014**

These particulars are believed to be correct at the date of publication, but their accuracy is in no way guaranteed, neither do they form part of any contract.



[www.ruskingsquare.com](http://www.ruskingsquare.com)

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