

THE  
FITZROVIA  
COLLECTION

L O N D O N W 1

Welcome to The Fitzrovia Collection,  
launching with our first two residences.

Brought to you by Marcus Cooper Group  
and Oakmayne, two companies with  
extensive experience in providing high  
quality apartments within this fast growing  
and diverse district of London's West End.

Within this exciting collection Cleveland Residence,  
on Cleveland Street and Highwood House, on  
New Cavendish Street, are being refurbished to  
provide high quality one, two and three bedroom  
apartments.



A DEVELOPMENT BY

**MARCUS  
COOPER  
GROUP**

IN CONJUNCTION WITH

**OAKMAYNE**

THE  
**FITZROVIA**  
COLLECTION  
LONDON W1

IN THE HEART OF  
LONDON'S WEST END  
LIES FITZROVIA,  
A THRIVING  
RESIDENTIAL  
COMMUNITY  
WITH A FASCINATING  
HISTORY AND RICH  
CULTURAL HERITAGE.



BOND STREET

OXFORD CIRCUS

MADAME TUSSAUDS

BRITISH BROADCASTING HOUSE

GREAT PORTLAND STREET

SOHO SQUARE

REGENT'S PARK

BRITISH TELECOM TOWER

WARREN STREET

GOODGE STREET

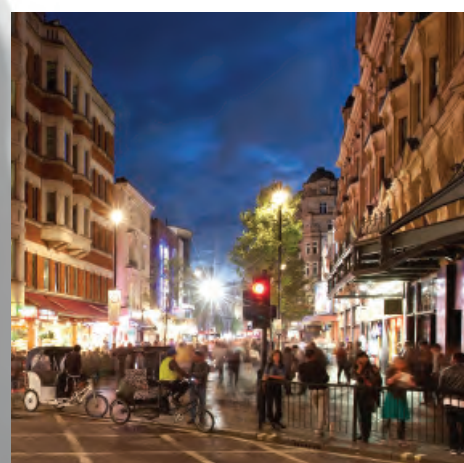
TOTTENHAM COURT ROAD



HIGHWOOD HOUSE

CLEVELAND RESIDENCES

# LOCATION FITZROVIA



# LONDON > A TRULY GLOBAL CITY

London has long been established as one of the world's most influential and dynamic cities. It has an enviable reputation as a leading international centre of both commerce and culture that makes it one of the finest places to live and work.

With a population in excess of 12 million and more than 250 languages spoken, it can consider itself a truly global city. London is a destination for the world's major corporate and non-corporate organisations as well as being home to some of the world's finest cultural, recreational and retail attractions.



# FITZROVIA

In the heart of London's West End lies Fitzrovia, a thriving district with a fascinating history and rich cultural heritage.

Iconic contemporary architecture stands alongside expansive Georgian and Edwardian mansion blocks, which give way to some of the oldest surviving residential walkways in London. With its blend of residential properties, some of the finest dining in London, luxury and boutique hotels, shopping destinations, and array of galleries and museums, Fitzrovia is truly special. Dynamic commerce adds yet another angle to the vibrancy of this district, especially popular with companies within the media, design and architecture sectors, including the BBC, Saatchi & Saatchi and RIBA.

Situated in between several leading academic institutions, The Fitzrovia Collection including Cleveland Residence and Highwood House, are ideally located to give you the best access to London's education and resources such as the British Museum and the British Library. In addition, the location is exceptionally well connected, for travel within London, across the UK, and overseas.

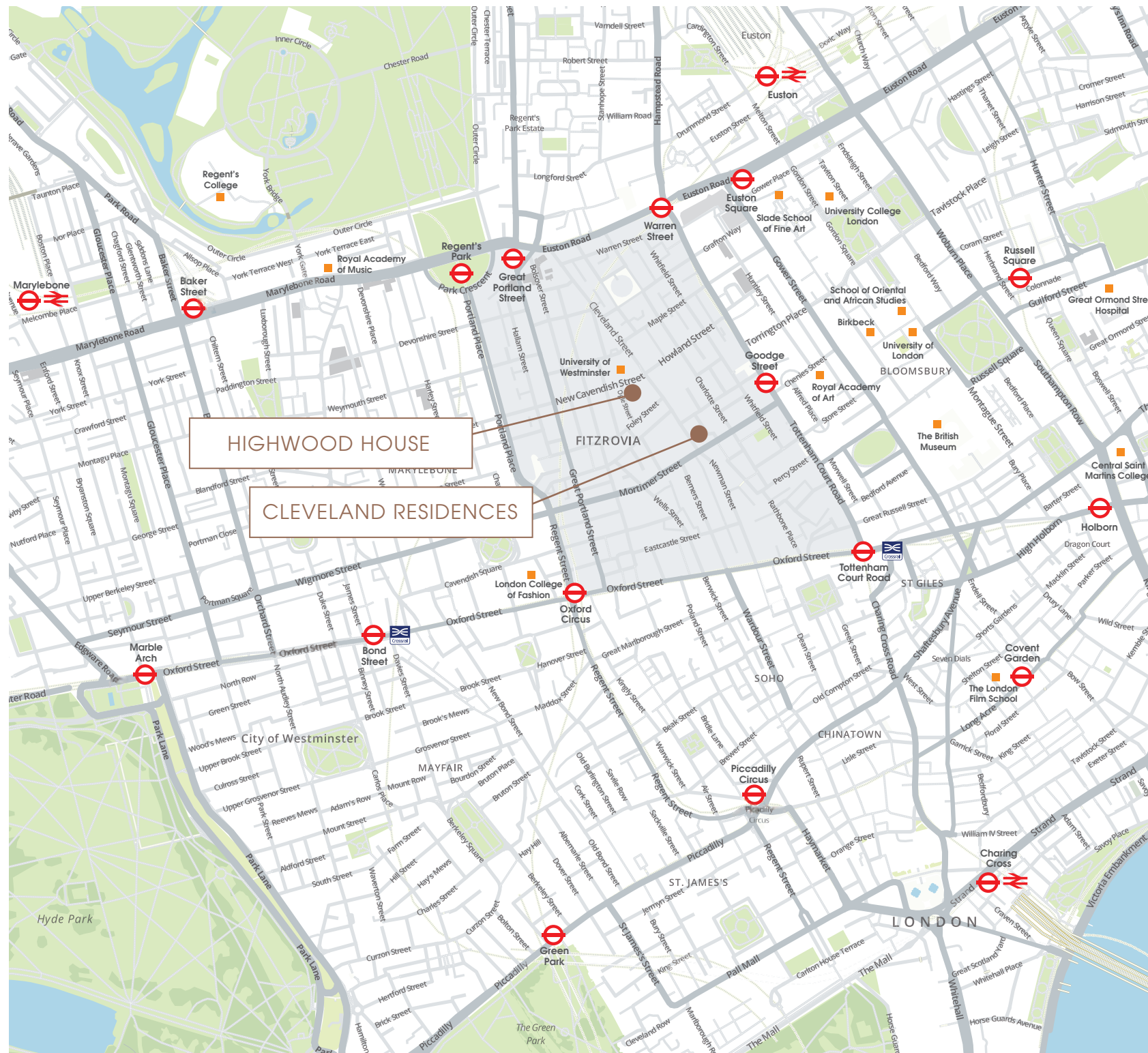




# FITZROVIA - FAMED FOR ARCHITECTURE & CULTURE

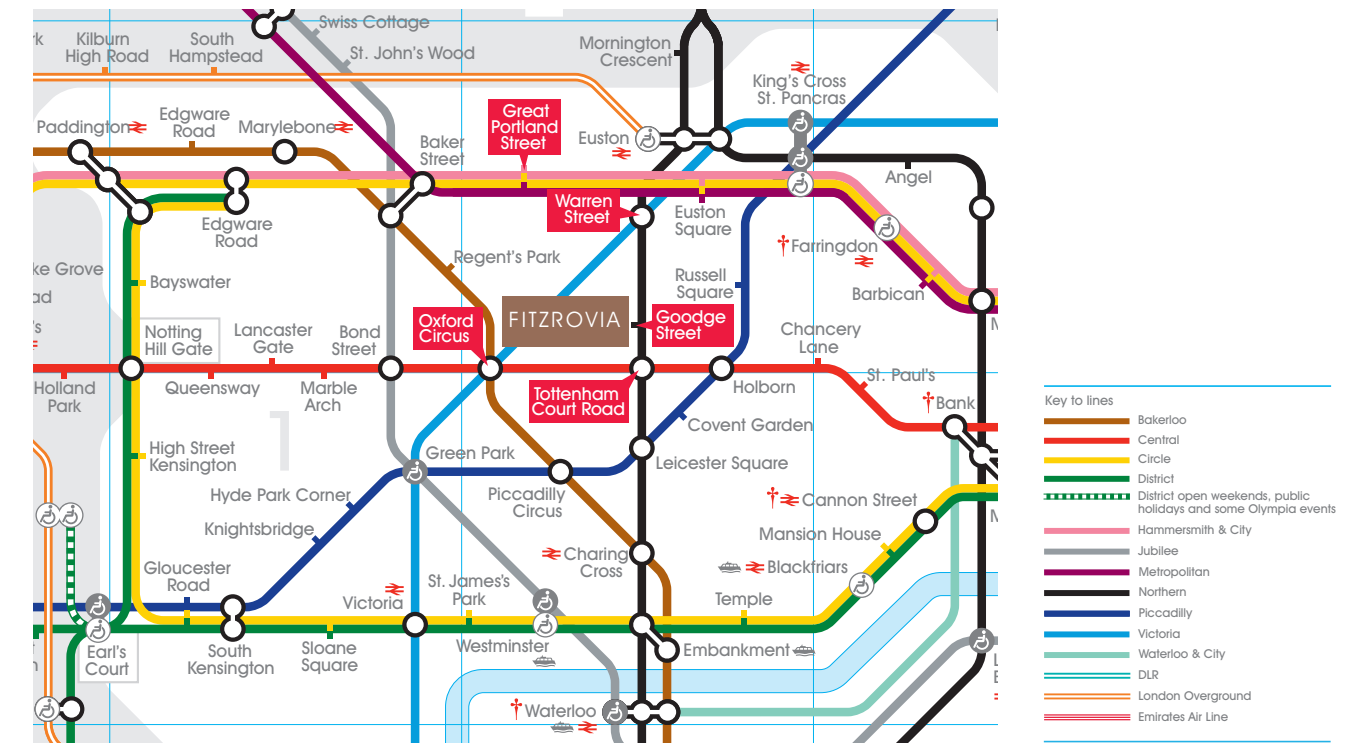
Visible remnants of Fitzrovia's bohemian past intertwine with fascinating stories of iconic residents, giving this district a rich history and a bright future.





# COMMUNICATIONS

LONDON UNDERGROUND & OVERLAND TRAIN CONNECTIONS



## From Oxford Circus - Train

+ Victoria	4 mins
+ Kings Cross	6 mins
+ Paddington	8 mins
+ London Bridge	14 mins
+ City Airport	35 mins

## Walking From Cleveland Residences

+ Oxford Circus	0.4 miles
+ Tottenham Court Road	0.4 miles
+ Regent's Park	0.7 miles
+ Bond Street	0.8 miles
+ Covent Garden	0.9 miles

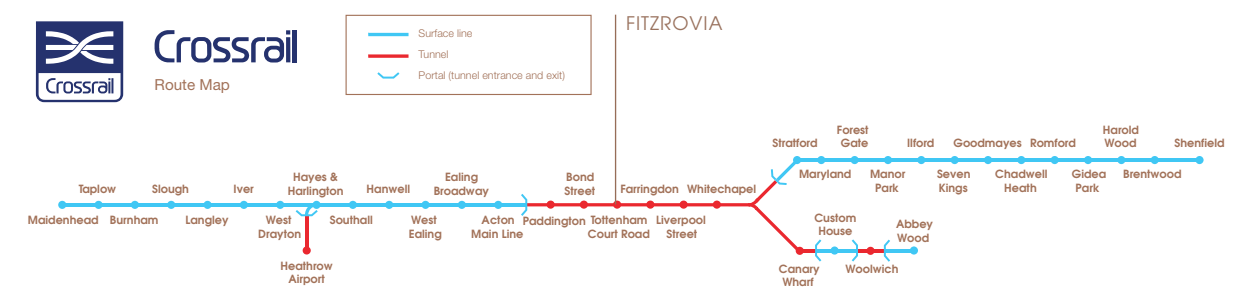
+ Heathrow Airport	31 mins
+ Gatwick Airport	46 mins
+ Luton Airport	55 mins
+ Stansted Airport	60 mins

Approximate times based on optimum connections. Source TfL

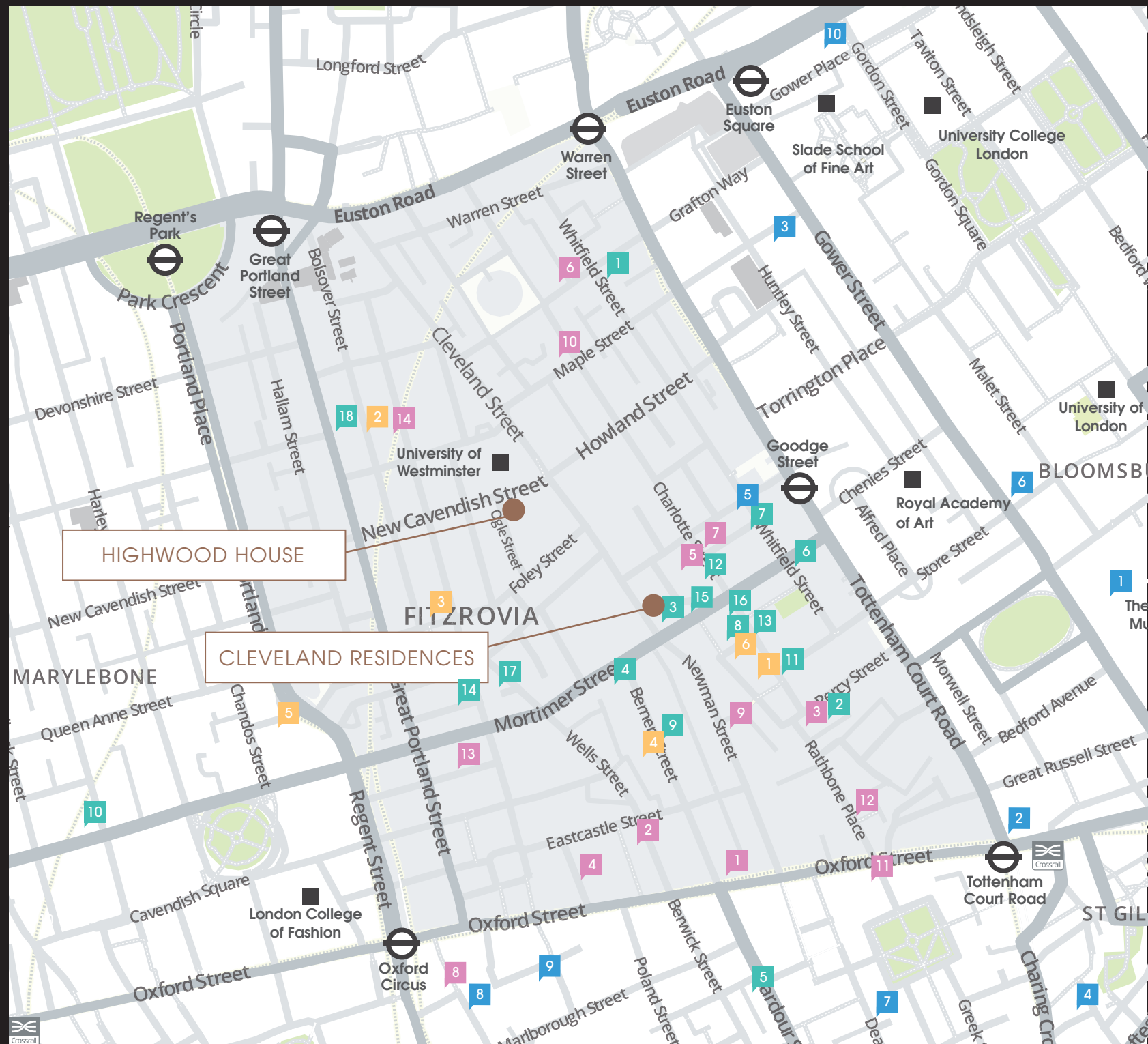
Source: google.co.uk

The Fitzrovia Collection of properties are all exceptionally well placed for travel connections, with 5 underground stations within a few minutes walk

The connectivity of the area will be further enhanced by Crossrail, due for completion in 2018. The closest stations will be Tottenham Court Road and Bond Street.







# LOCAL AMENITIES AROUND FITZROVIA



## Restaurants.

1. Archipelago
2. Bam-Bou
3. Barrica
4. Black & Blue
5. Breakfast Club
6. Crazy Bear
7. Dabbous
8. Fino Restaurant
9. Latium
10. Meat Liquor
11. Mennula
12. Pescatori
13. Pied a Terre
14. The Riding House Café
15. The Salt Yard
16. Roka
17. Soho Japan
18. Villandry

## Bars & Clubs.

1. 100 Club
2. Adam & Eve
3. Bourne & Hollingsworth
4. Chinawhite
5. The Fitzrovia
6. Grafton Arms
7. Gauchon
8. Movidia
9. Nordic Bar
10. Potion
11. Punk
12. The Roxy
13. The Social
14. Vanilla

## Hotels.

1. Charlotte Street Hotel
2. Grange Fitzrovia Hotel
3. Grange Langham Court Hotel
4. Sanderson Hotel
5. The Langham
6. The Rathbone Hotel

## Culture.

1. British Museum
2. Dominion Theatre
3. Grant Museum of Zoology
4. Phoenix Theatre
5. Pollock's Toy Museum
6. Renoir Cinema
7. Soho Theatre
8. The London Palladium
9. The Photographer's Gallery
10. Wellcome Collection



“London is a great city and there is nowhere better to come and study. You will be studying at universities ranked amongst the best in the world with first-class teaching and research being undertaken by academics from all over the globe.”

Boris Johnson  
Mayor of London\*

\*Foreward from Study in London 2011.



# THRIVING UNIVERSITIES

With more than 30,000 courses available across a huge variety of universities, it's no surprise that 100,000 international students (more than any other city in the world) from over 200 countries choose to study in London. Just a few of the world-renowned institutions on offer are included below:



**London School of Economics**  
Houghton Street, WC2A 2AE

LSE has an excellent reputation in the social, political and economic sciences and lists no less than sixteen Nobel Prize winners amongst its former students.



**UAL Central Saint Martins**  
1 Granary Square, N1C 4AA

With its outstanding international reputation, Central Saint Martins is considered one of the world's leading arts and design institutions and boasts an impressive list of notable alumni.



**University College London**  
Wilkins Building, WC1E 6BT

UCL is London's oldest university and ranks in the top ten of universities worldwide. It has an active international student community, with over 30% of undergraduates coming from outside the UK.



**UAL London College of Fashion**  
20 John Prince's Street, W1G 0BJ

London College of Fashion's specialisms in fashion education, research and consultancy, along with its rich heritage, mark the college out as a leading global institution, unique in its field.

**Imperial College London**

**Imperial College London**  
South Ken Campus, SW7 2AZ

This college is recognised globally for outstanding education in the sciences, engineering and medicine. Several Nobel Prize winners studied here and the college now has an active student blogging community



**Regent's College London**  
Regent's Park, Inner Circle, NW1 4NS

With a small-scale but highly international student base, internationalism and overseas study are a key aspect of EBS London. Set within Regent's College, it's the leading business school in London and the largest in the UK.



**King's College London**  
Surrey Street, WC2R 2LS

King's is one of the world's leading research and teaching universities based in the heart of London. The University has an outstanding reputation for providing world-class teaching and cutting-edge research.



**City University London**  
Northampton Square, EC1V 0HB

Founded in 1894 and ranked within the top 5% of universities in the world, City University London has a superb reputation for consistently high graduate employability levels and graduate salaries.

**UNIVERSITY OF WESTMINSTER**

**University of Westminster**  
309 Regent Street, W1B 2UW

The University of Westminster, founded in 1838, combines both metropolitan and cosmopolitan dimensions, and is closely involved in business, professional and academic life within London, as well as overseas.



**Royal College of Art**  
Kensington Gore, SW7 2EU

With origins dating back to 1837, the Royal College of Art is the world's only wholly postgraduate university of art and design, with a history of producing famous and internationally-acclaimed alumni.



**London Metropolitan University**  
84 Moorgate, EC2M 6SQ

London Metropolitan offers courses from design to life sciences; from business to computing; and law to anthropology. In 2011, the university received the highest accolade in the Quality Assurance Agency (QAA) review.



# SAMPLE THE WORLD WITHIN FITZROVIA

Fitzrovia is blessed with an enviable selection of restaurants & wine bars from Michelin starred eateries through to award-winning coffee shops. The superbly central location makes Fitzrovia the perfect place to meet friends; the only difficulty will be deciding where to visit from the extensive and eclectic choice of dining options.

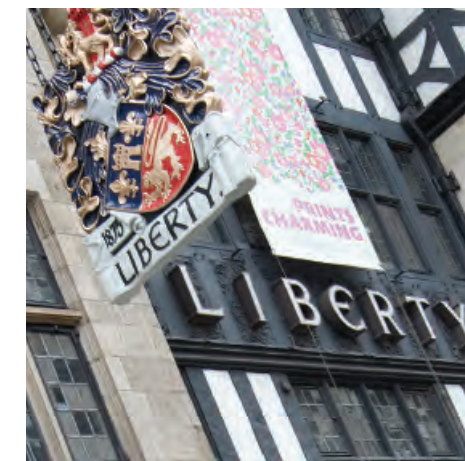
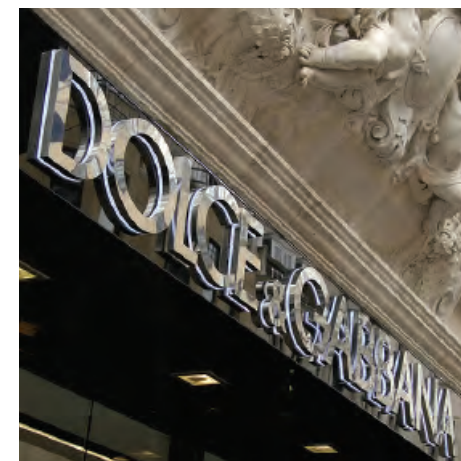




# EXCELLENT SHOPPING CAN BE FOUND IN & AROUND FITZROVIA

The Fitzrovia Collection's situation means that many of London's most famous streets are located on your doorstep, including Oxford Street, Regent Street, Bond Street, and Marylebone High Street.

Some of the world's foremost luxury department stores, such as Liberty and Selfridges, are situated temptingly close by, as too are the beautifully designed furnishings on offer at Heal's, and the ultimate high street experience of Topshop Oxford Circus. Fitzrovia itself is alive with independent specialist shops, gorgeous boutiques, and delicatessens full of delicious edibles.



# A PERFECT COMBINATION

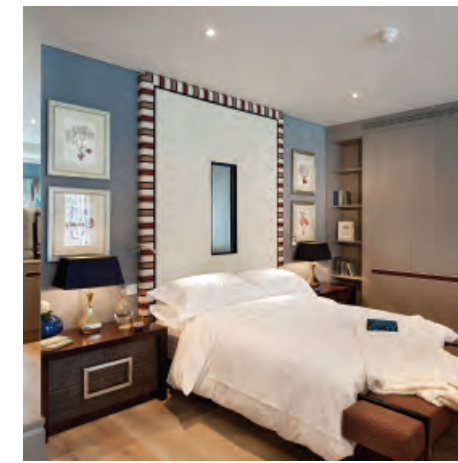
## Marcus Cooper Group + Oakmayne

Marcus Cooper Group and Oakmayne, have a vast experience in providing high quality residential homes and apartments in London. The collaboration has a long and successful relationship working together on some of London's most prestigious and influential developments.

Marcus Cooper Group is an investment, development and property trading group, with over 20 years experience.

Marcus Cooper Group are one of the UK's most successful private property companies, with a diverse portfolio including some of the most prestigious buildings in London.

Our main activity is acquiring properties for development, trading or investment purposes. We also work in joint ventures with banks, insurance companies or high net worth individuals.



Oakmayne is a well respected London developer, established in 1993, creating high quality residential developments in prime West End locations.

Oakmayne, by way of strategic joint ventures, has completed over 40 development projects creating over 1,000 residential units, 150 room hotel as well as 100,000 sq ft of commercial space.

### Embassy Court, St John's Wood London NW8

25 Crafted & Elegant Apartments

Embassy Court comprises 25 luxury apartments, ranging from one bedroom to four bedrooms and penthouses. Built to the highest specification, this development set new levels for design, layout and finishes. This was a joint venture with London & Newcastle Holdings plc.

### The Collection, St John's Wood London NW8

15 exceptional town houses on the site of the former Saatchi Gallery. The accommodation has been built to a very high specification including comfort cooling, state of the art security features and underground parking. These highly contemporary homes are accessed through a landscaped garden area.

### Verge

Verge Mayfair, W1, is a scheme of ten exclusive new luxury apartments and two outstanding penthouses, both with outside terrace space. Verge Mayfair overlooks Oxford Street and Dering Street in Mayfair, London W1.

The apartments are located in London's Mayfair district which, for some 300 years, has been the capital's most prestigious and sought-after area. Mayfair is still defined by its handsome architecture, historic buildings, elegant squares, beautiful parks and gardens. In addition, Mayfair offers some of the capital's best shopping and restaurants - making it a stunning and exceptional place in which to live.

# CENTRAL LONDON PRIME RESIDENTIAL MARKET

London's housing market has continued to follow a very different path to that seen in the wider UK market.

## The current London market

Residential property prices in Prime Central London are steadily recovering from the recent downturn. Despite monthly volatility in prices, the general trend is upwards. Prices have recovered by nearly 20% in Westminster and 24% in Kensington and Chelsea since the trough. Current prices in Westminster and Kensington stand at 12% and 15% respectively above the 2007 peak of the market.

## A big boost for sales volumes

Activity has seen a big boost over the past 12 months. There were 1,528 transactions in the last three months, 5.4% up on the previous quarter. Transaction levels are now just below the 2007 peak. There are reports from the RICS that international demand is being buoyed by the continued crisis in the Eurozone and the continued flight towards quality assets.

## Foreign buyers continue to underpin the market

Much of the demand for central London property continues to originate from overseas. Over the last few years of global economic downturn, the internationally famous 'monopoly board' areas of central London have been particularly buoyant. This reflects a flight to safety for financial assets. The low exchange rate environment of the last 18 months has meant London has looked extremely good value to foreign buyers. International demand is likely to be further buoyed by recent turbulence in the Middle East and by rising inflation in Asia. These uncertain times make London property more attractive, even before considering the favourable exchange rates and the underlying investment credentials. Despite this, there remains a fundamental shortage of supply. As a result newly built housing is being absorbed quickly into the market and premiums are being achieved above local embedded value.

While largely supported by foreign demand, domestic demand is beginning to play a more significant role. However, the on-going strength of the market largely depends on London remaining a globally attractive place to do business. Despite its bad press, new taxes on wealth in the UK are unlikely to have a significant negative impact. The fundamental attractions such as political stability, work/leisure mix and education remain strong.

## Marylebone/Fitzrovia

(Recognised as a residential property hot-spot)

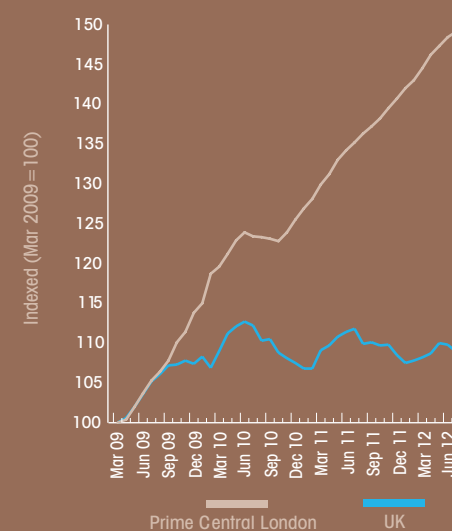
Current value: £1,500 sq ft

2016 forecast: £2,500 sq ft

66% rise

High-quality properties and former office premises are being redeveloped for residential use in this area, which is tantalisingly close to Mayfair. The lure of better value prices has already attracted some wealthy buyers to the area. Buyers will benefit from being within walking distance of both Bond Street and Tottenham Court Road Crossrail stations when the service opens.

Residential price change, indexed from March 2009



A DEVELOPMENT BY



IN CONJUNCTION WITH



AGENTS



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