

**ruskin  
square**  
LONDON

**RETAIL  
RESTAURANTS  
LEISURE**



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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 sq ft of new, grade A office space, 625 contemporary new homes and 100,000 sq ft of 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 well connected Croydon is. Located directly adjacent to East Croydon station – the UK’s 10th busiest station with 27 million users.

The retail and restaurants will benefit from 16,000 new jobs and 27,000 new homes being developed in Croydon.

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.

WELCOME TO RUSKIN SQUARE. ONE OF LONDON’S

MOST SPECTACULAR DEVELOPMENTS – 2 MILLION SQ FT

OF OFFICES, 100,000 SQ FT OF SHOPS AND RESTAURANTS,

AND HOMES. BUZZING WITH EXCITEMENT, CONNECTED

TO THE WORLD, BALANCING LIFE, WORK AND LEISURE.

TRAIN STATION INCLUDED...



Ruskin Square  
Buildings 1-5

£1.5 BILLION  
WESTFIELD/HAMMERSON  
REDEVELOPMENT

COLLEGE GREEN MASTERPLAN  
(CIVIC/CULTURAL QUARTER)

B5

B4

B3

B2

B1

Residential\*

EAST CROYDON  
RAIL STATION



\*Under construction with Places for People  
towards completion in summer 2016.



The Vision

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

The development will comprise:

- 1,250,000 sq ft of office accommodation
- 625 residential units
- 100,000 sq ft of retail, restaurant and leisure opportunities
- Areas of attractive public realm

Ruskin Square will benefit from:

— **First class accessibility**

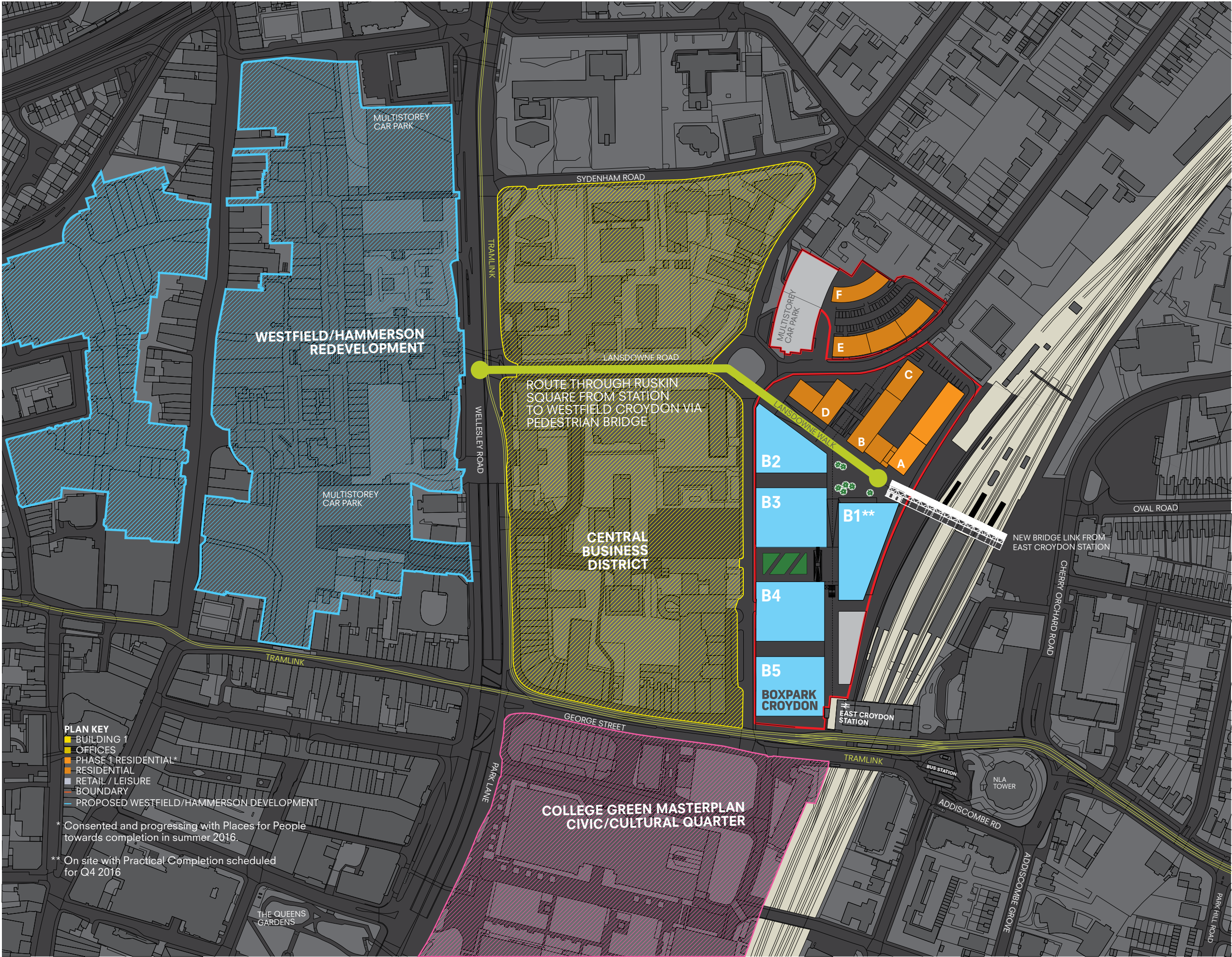
A superb town centre location with excellent public transport connections.

— **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.





Croydon —  
The best connections in London

Croydon is able to offer exceptional accessibility by rail, bus and tram.

- It is just 16 minutes to London Victoria from East Croydon;
- It is only 14 minutes from East Croydon to Gatwick International Airport;
- 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 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.

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.

■ **Rail: 27 million passengers** pass through East Croydon station barriers per annum

■ **Tram: 28 million passengers** use the service per annum

RETAIL:

- 1 CENTRALE CENTRE
- 2 WHITGIFT CENTRE
- 3 BOXPARK

HOTELS:

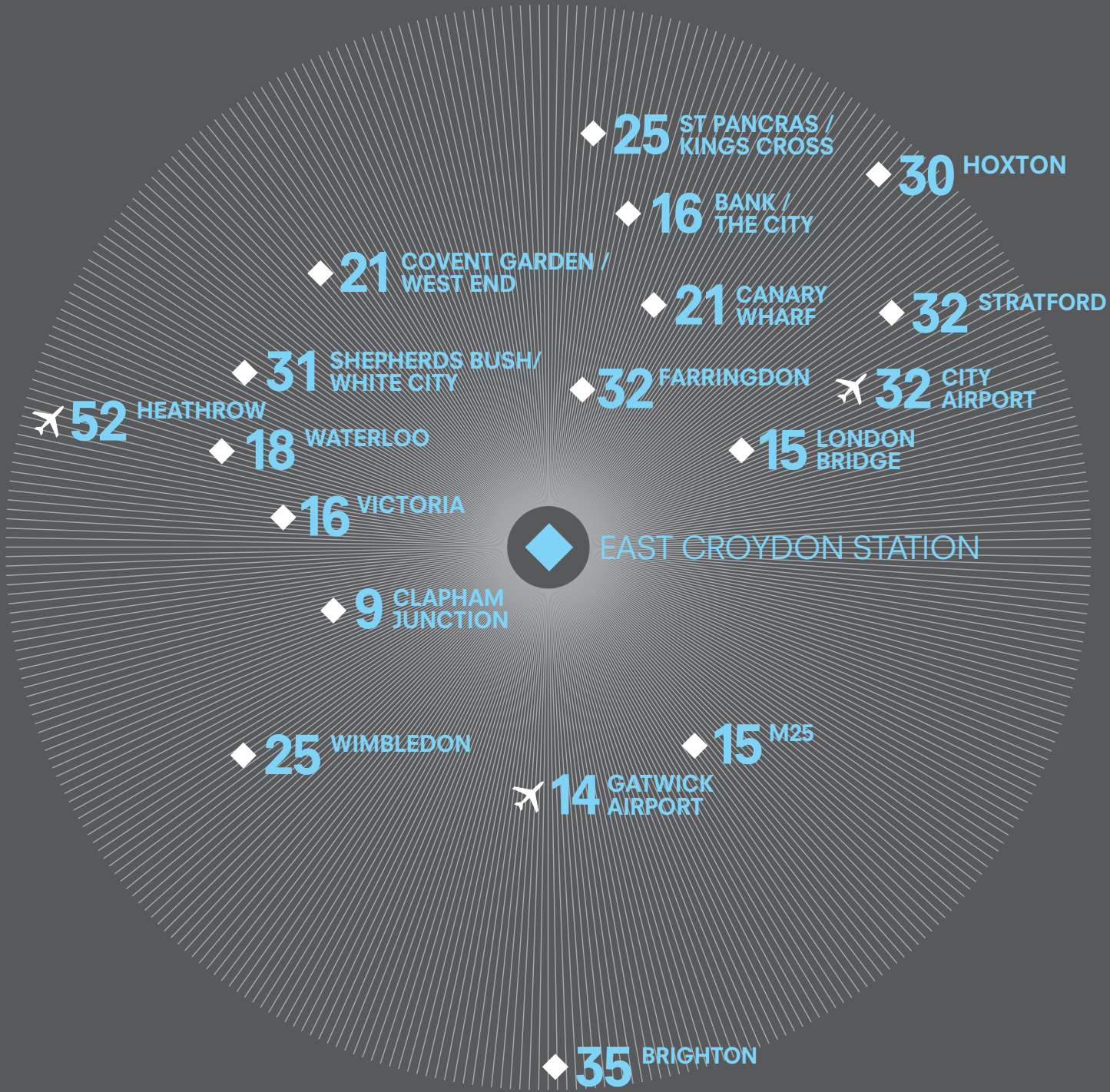
- 4 HAMPTON BY HILTON
- 5 JURY’S
- 6 TRAVELODGE

LEISURE:

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



Travel times:  
Minutes

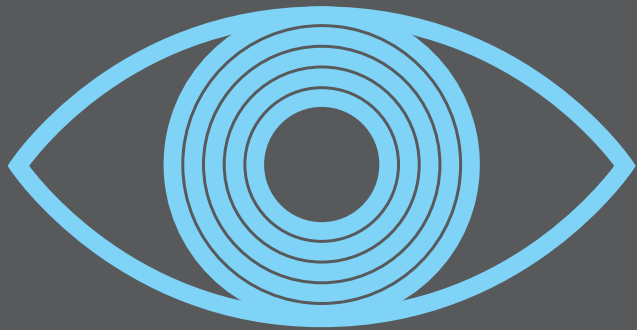


SOURCE: WWW.TFL.GOV.UK  
ALL TIMES ARE APPROXIMATE.

Croydon Vision 2020 is a **£5.7 billion** regeneration initiative.

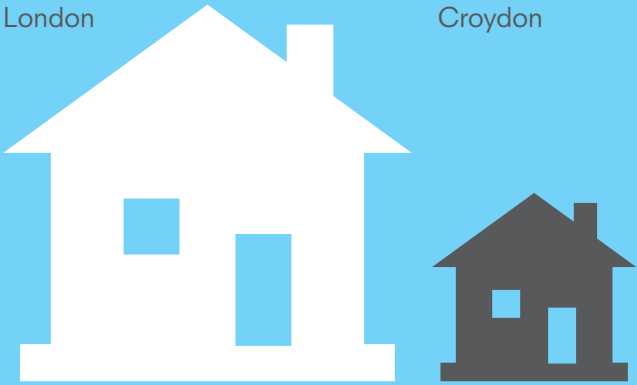
£5.7 BILLION

**Five masterplans** are now knitted together into a single dynamic vision, making Croydon a genuine market opportunity for international businesses.



**House prices nearly half the London average** with 18 schemes expected to deliver private units to market between 2014 and 2018.

London Croydon



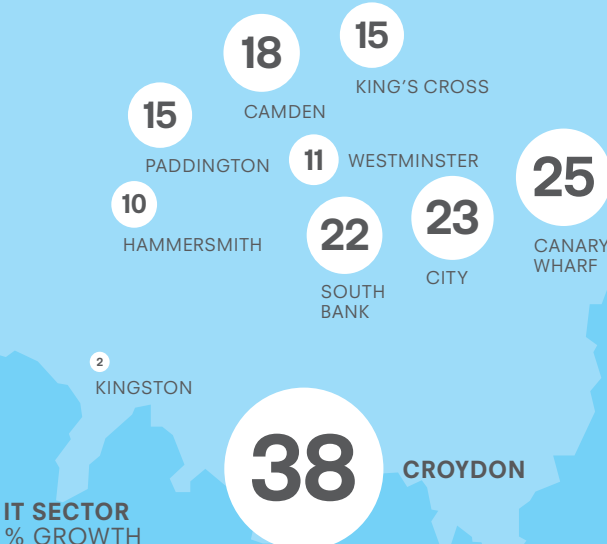
**1,320 trains a day** stop in East Croydon. The increased number and frequency of train services has turned East Croydon into the **10th busiest station in the UK**.

1,320 A large white number '1,320' followed by a white circle containing a black train icon, all on a dark grey background.

Home to **1,560 digital, creative and IT companies**, including industry leaders such as Dotmailer, Pro G and Goal Group.

1,560

Croydon Tech City is London's fastest growing tech cluster, having experienced a **38% growth** in the number of digital, tech and creative companies setting up in the borough since 2011-13.



Croydon has one of the highest numbers of residents with higher education qualifications in the UK – within the **top 5% of all local authority districts**.



**9,500 residential units** are expected to be delivered in the next 5 years within the city centre.





9,500 A large white number '9,500' with a small white house icon inside the comma, all on a light blue background.

# One x Croydon Equals...







1  x Nine Elms / Battersea

2   x White City

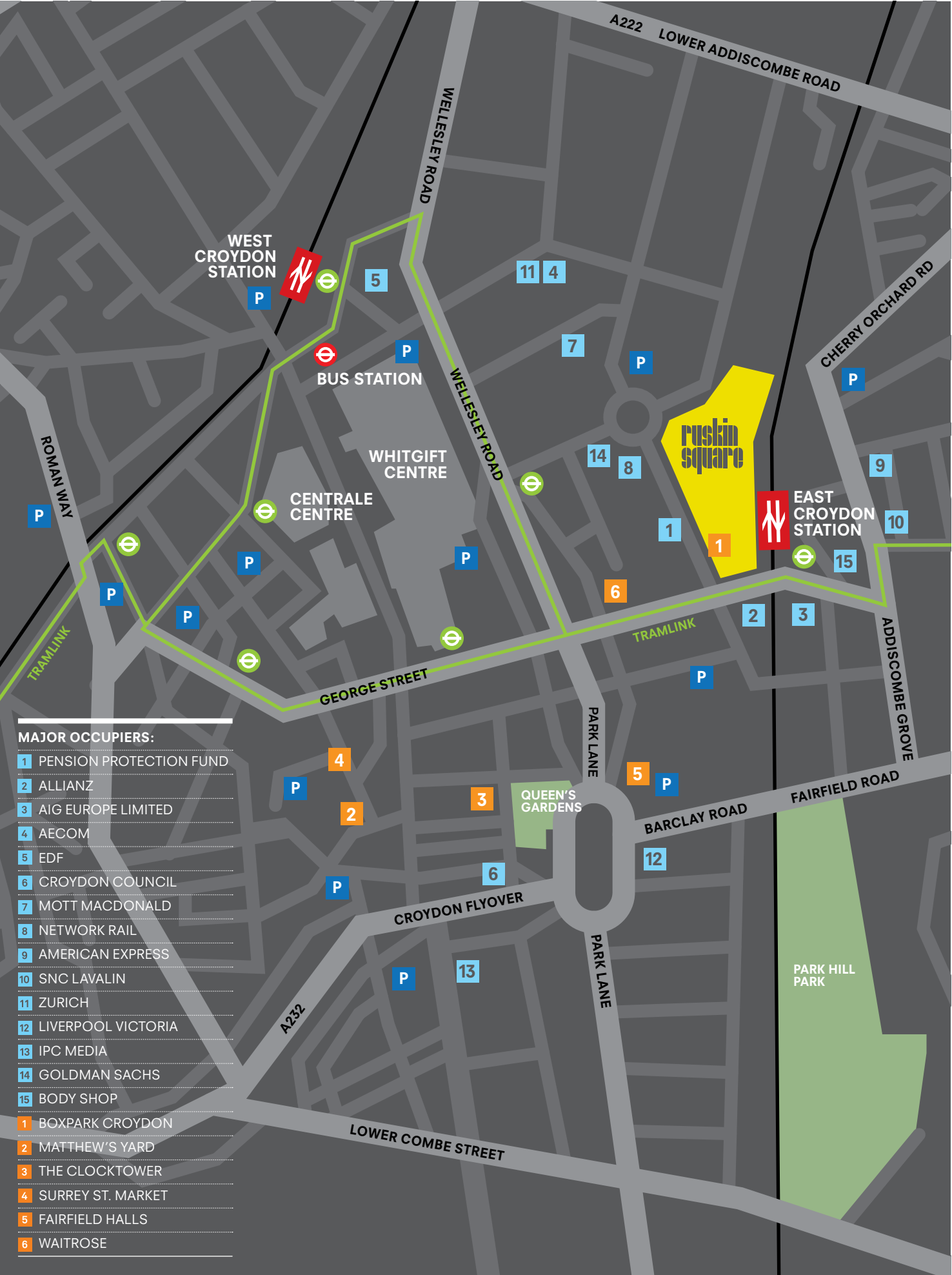
3    x Olympic Park

3.5     x Wembley

4     x King's Cross

6       x Earls Court





In good company...

Croydon 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.

Attracting the best talent:

- Croydon Town Centre has over 5,600 people working in finance and insurance – the 5th largest cluster in London.
- Croydon Town Centre has over 2,000 people in engineering – the 8th largest cluster in London.

**Croydon Tech City**  
West Croydon and Old Town is now rivaling east London's Silicon Roundabout due to being home to 1,560 digital, creative and IT companies.

**Sussex Innovation Centre** is funded by Sussex University. Now open.

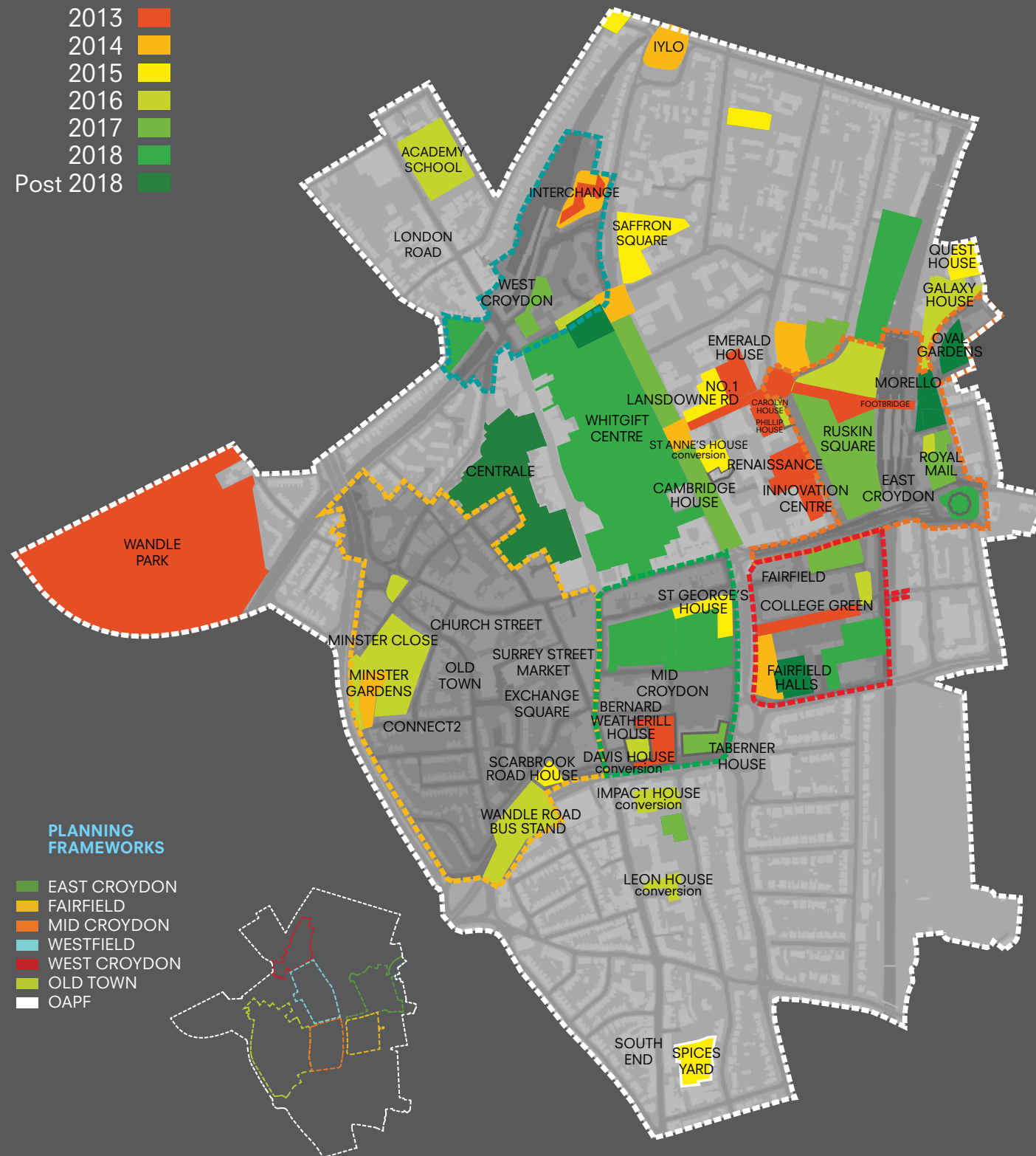
**Davis House** is £2 million incubator hub sponsored by Croydon Council. The facility will be led by Tech Leaders Capital.

**Matthews Yard** is an arts, cultural and community hub in the centre of Croydon Old Town with workspace for early stage start-ups.





## Anticipated development delivery



## Opportunity area



New world class rail station  
Major roads investment





# LIVE WORK



- [01] CAFÉ CULTURE
- [03] HOODOO'S CAFÉ & BAR
- [04] SURREY STREET MARKET
- [05] NEWLY BUILT COUNCIL OFFICES
- [06] PROPOSED WESTFIELD CROYDON DEVELOPMENT
- [07] MATTHEWS YARD – AN ARTS, CULTURAL AND COMMUNITY HUB
- [08] REMOTE WORKING AT HOODOO'S



**Croydon is a great place to do business.** Croydon is the biggest commercial hub for the south coast and London region. Over 9,000 local, national and international businesses thrive here and more than 30 blue chip companies have their regional or national HQs here. Croydon Tech City is London's fastest growing tech cluster, having experienced a 38% growth in the number of digital, tech and creative companies setting up in the borough since 2011-13.



# Boxpark Croydon: Ruskin Square

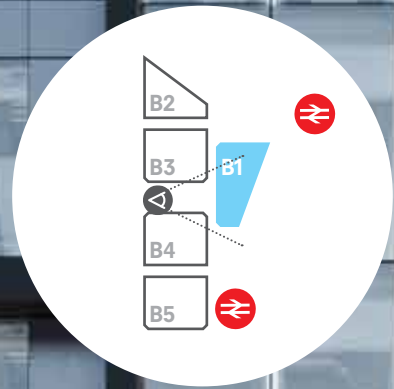
## A new retail destination

Boxpark Croydon will be opening in phase one of the Ruskin Square development in the summer of 2016 and will comprise of 80 shipping containers. The focus is on food and beverage and will also double as a 20,000 sq ft events space.

- Committed operators :
- Fish, Wings & Tings
  - Lazeez
  - The Athenian
  - The Coffee Co. of Tooting







Ruskin Square — proposed Building 1



# Building One

First phase of offices, retail and restaurants



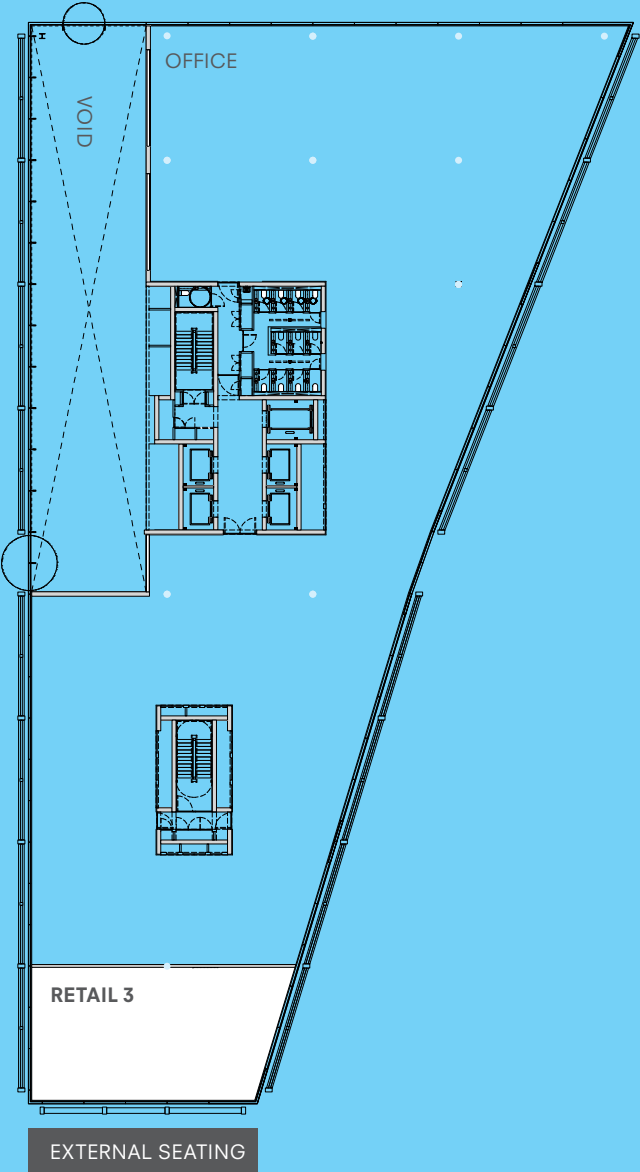
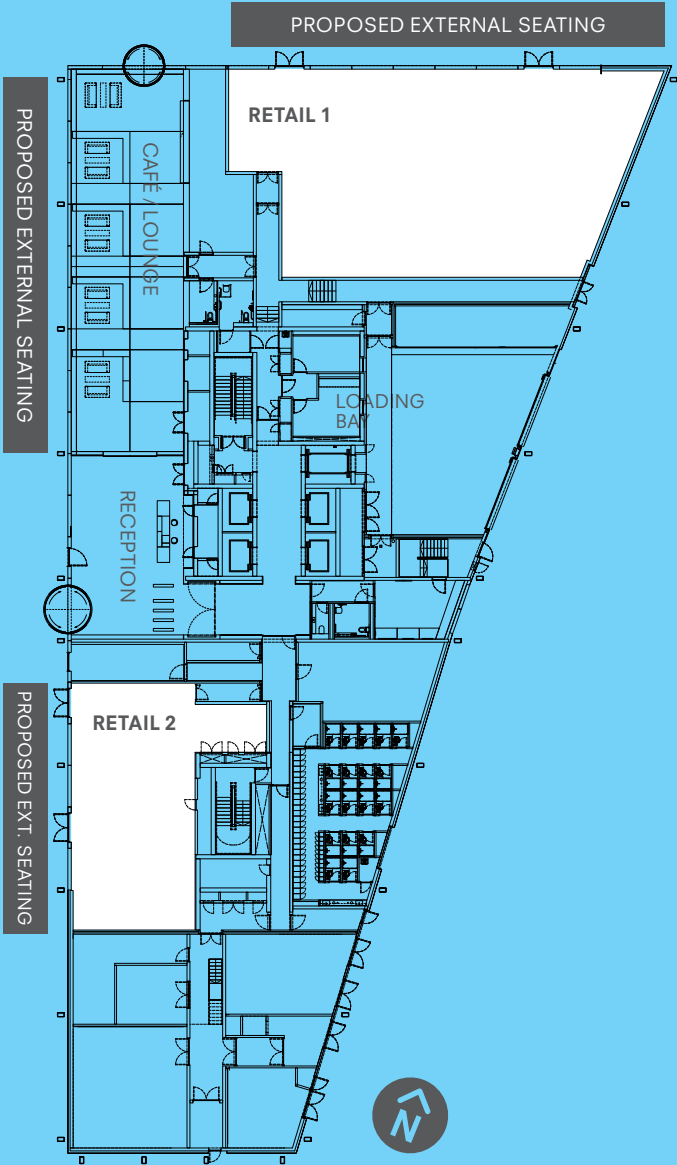
RIGHT: PLATFORM, RUSKIN SQUARE  
PLATFORM IS A COMMUNITY SPACE WHICH LINKS THE NEW PEDESTRIAN BRIDGE AT EAST CROYDON STATION TO THE TOWN CENTRE, AND SITS ALONGSIDE RUSKIN SQUARE – IT IS A SHOWCASE FOR LOCAL TALENT, FEATURING SPORTS, ART, LIVE ENTERTAINMENT AND MARKETS.



# Building One

Floor plans

UNIT	SQ M	SQ FT
Retail 1	396	4,264
Retail 2	132	1,422
Retail 3 (Level 1)	168	1,809
TOTAL	696	7,495



Areas remain subject to on-site verification.

**Floor to ceiling heights**  
3m clear height to underside of beam  
(3.7m clear height to soffit of slab).



Illustrative view of Building 1 lobby/reception



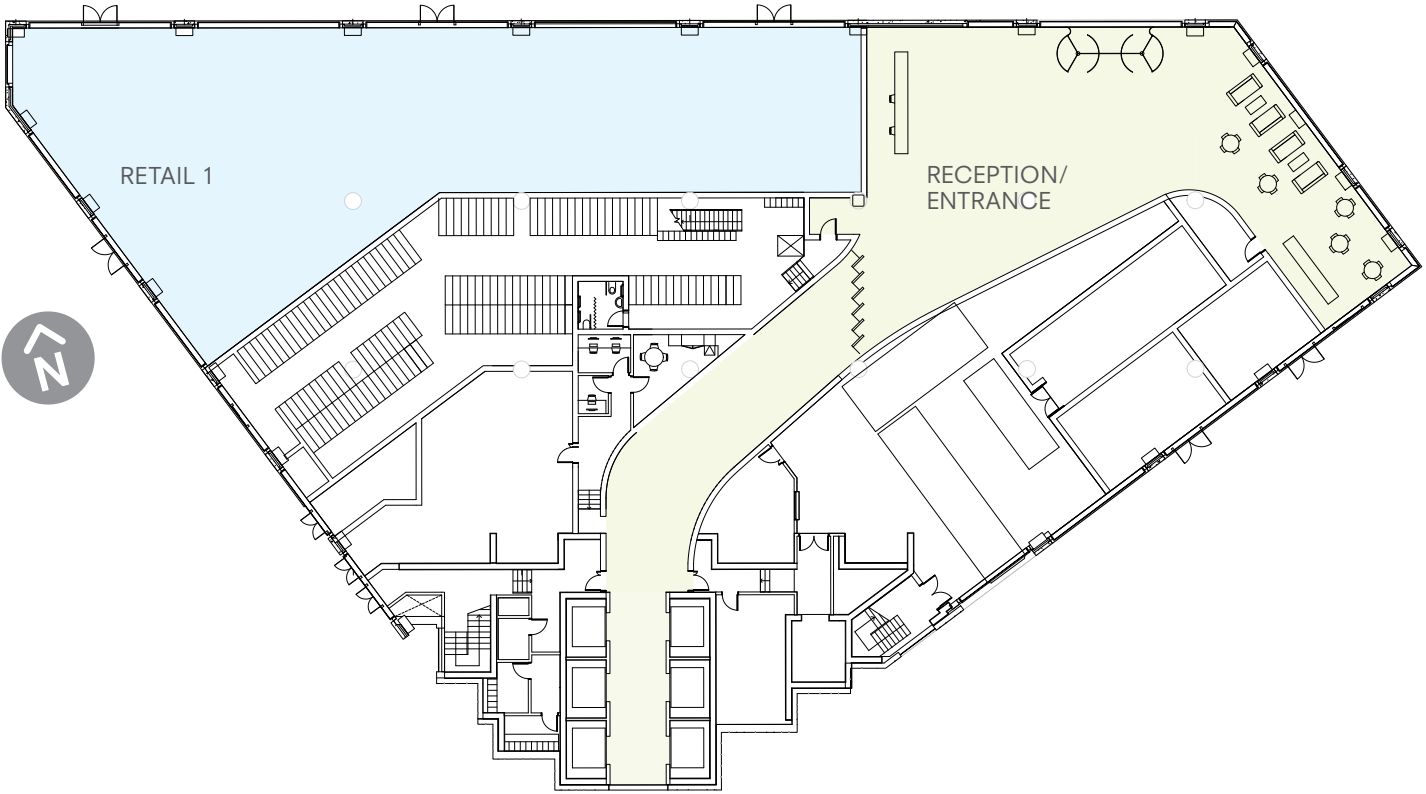


# Building Two

## Second phase of offices retail and restaurants

The second building will see delivery of c. 330,000 sq ft of office accommodation, with c. 6,000 sq ft of restaurants and retail.

UNIT	SQ M	SQ FT
Retail 1	476	5,125
<b>TOTAL</b>	<b>476</b>	<b>5,125</b>





**RUSKINSQUARE.COM**

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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.



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