

East Side Story

THE RECENT RISE OF THE CITY AND ITS FRINGE



ISSUE ONE

ONE CROWN
PLACE

AUTUMN 2018

18

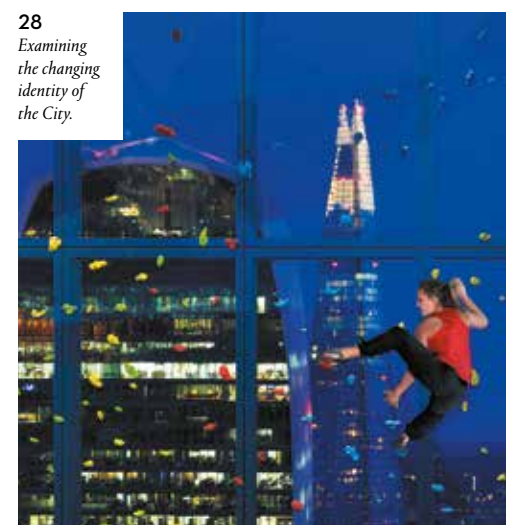
Speaking to Nobu head chef and founder about the opening of his first European hotel in Shoreditch.

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The City is a great place to live



28
Examining the changing identity of the City.



“

The City has become a destination in its own right. The offering in relation to retail, food, entertainment and shared workspace has changed immeasurably.

21

The City of London is changing

One Crown Place is an island site on the edge of the City of London, located at the confluence of the capital's most prosperous and fast-growing markets.

“

No longer primarily a place of business, this vibrant and constantly evolving community is one of the most attractive places to live on earth.

The City of London has been one of the world's most important urban centres for almost 2,000 years. Its success is due to its ability to quickly respond and evolve to the demands of its people through organic growth rather than part of a master plan. Entrepreneurs continue to be drawn to the City for the same reason they always have, it still offers the best opportunities in the world.

The City's culture and entertainment offering, spanning Shoreditch, Clerkenwell and Old Street, reflects a new generation of City worker.

No longer primarily a place of business, this vibrant and constantly evolving community is one of the most attractive places to live on earth.

AlloyMtd chose One Crown Place to be their first mixed-use development in the UK, because they knew it to be at the heart of the most exciting, creative and fastest developing part of London. These attributes aligned perfectly with their vision. Here we explore the recent rise of the City and its fringe.



2009

Shoreditch House

Private members' club.

A members' club with bedrooms in a converted East London warehouse.

Discover its casual dining room, deli bar and fireplace with spectacular views over the City and Shoreditch. Savour every morsal from a menu of house favourites and seasonal dishes. Then, cool off with a dip in the rooftop pool.

Ebor Street, E1 6AW

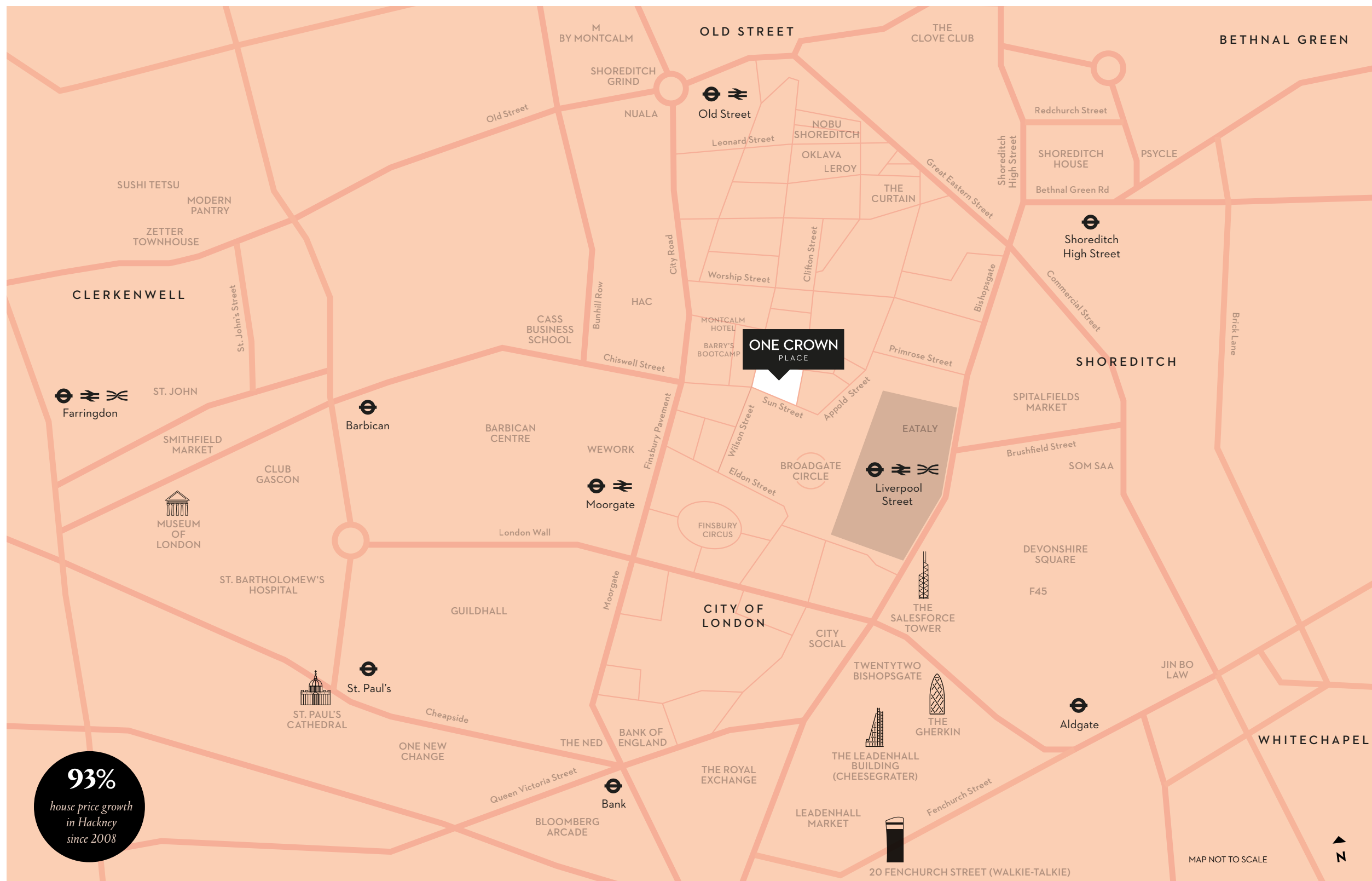
10 mins

A changing culture
The story of the City's changing identity and residents.

2009 / Aesop
Luxury cosmetics store opens.

2010 / Labour and Wait
Designer homeware and clothing.

2011 / Shoreditch Grind
Trendy coffee shop and cocktail bar.



2012 / South Place Hotel
Art hotel with a Michelin-starred
restaurant, Angler.

2012 / Tramshed
Art inspired restaurant.

2012 / SushiSamba
Cuisine: unique blend of Japanese,
Brazilian and Peruvian.

2013 / Ace Hotel
Stylish hotel and bar in the heart
of Shoreditch.

2013 / The Clove Club
One of the world's top 30 restaurants
(2017) opens.



ONE CROWN
PLACE

Computer generated image

2014 / Fat Buddha Yoga
Pop-up yoga studio.

2014 / City Social
24th floor Michelin star restaurant.

2014 / The Walkie Talkie opening
Skyscraper with 35th floor Sky Garden.

2014 / The Cheese grater opening
Another iconic edition to the City's skyline.

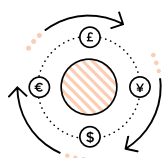
2014 / UBS Broadgate
Swiss banking giants open European headquarters.

The City in numbers

*The City contributes
3% of the UK's
national income.*

46%

of London's
financial services
workforce are
employed in
the City.



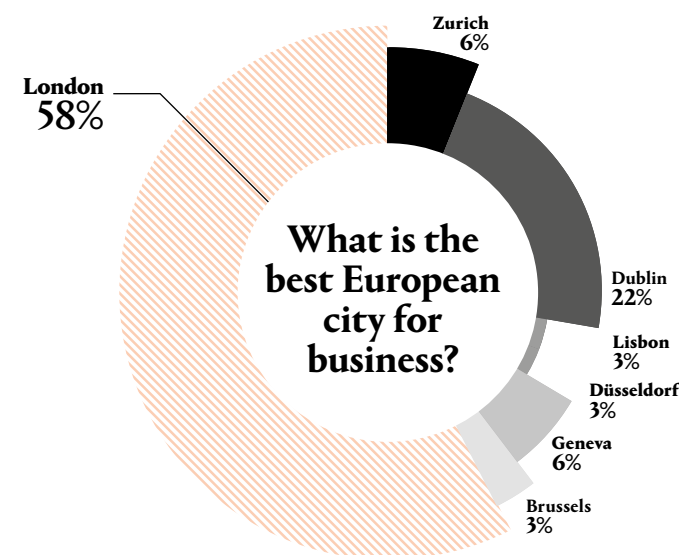
\$2.7 TRILLION

*per day of foreign exchange transactions happen in
the City, that's over 40% of London's total.*

1,200

*new start-up businesses
each year in the City*

*Image
1. The City at twilight*



Michelin

star restaurants
within
20 mins
walk of
OCP.

10

Over 70 hotels
have opened in
the City and the
surrounding areas in
the last five years

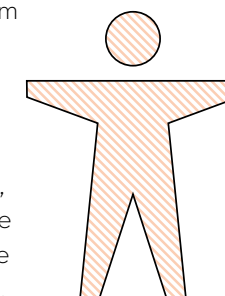
56%

increase in retail and
coffee shop floorspace
over the past decade.

London's leadership talent
is drawn from

95

nationalities,
making it the
most diverse
in the world.



2014 / WeWork
World's largest shared workspace
provider launches in London.

2015 / Barry's Bootcamp
High-intensity workout gym opens
in Shoreditch.

2015 / Dinerama
Street food market and bars.

2015 / Som Saa
Cuisine: Thai.

2015 / Rapha
Renowned cycling brand launches
in Liverpool St.

Fine dining

London is one of the top-ranked cities in the world for fine dining, and the City and Shoreditch are the heartlands of its sophisticated cuisine.

10 Michelin stars

within 20 minutes of One Crown Place

Angler at South Place Hotel

3 mins

Driven by the electric energy and talent of celebrated head chef Gary Foulkes, Angler serves the best of British seafood and seasonal produce. Having previously headed up the kitchen at the two Michelin-starred Mayfair restaurant, The Square, Foulke's move to the east is testament to a shift in focus on the fine dining scene.

anglerrestaurant.com

Images

1. Seafood at Angler
2. Dining room at Leroy
3. Tasting courses at The Clove Club
4. The bar at Galvin La Chapelle
5. Jason Atherton, City Social
6. Lyles, Shoreditch



Leroy

7 mins

Awarded its Michelin star in 2018, Leroy is a new Parisian-style wine bar and bistro from the team behind the Michelin-starred Ellory. Co-owner and sommelier Ed Thaw commented: "There is a new energy about Shoreditch. There's a wave of quality places coming from friends of ours in the next year and in March especially. We can't wait to get into it."

(source: Just London)

leroyshoreditch.com

Brat

11 mins

Also awarded its Michelin star in 2018. With an unusual mix of Welsh, English and Basque influences, Brat is unlike any other Shoreditch hotspot. A solo venture from Kitty Fisher's former head chef Tomos Parry, it specialises in turbot. The menu's headliner is the 1.2kg turbot sharing plate - delicious and overwhelming in equal measure.

bratrestaurant.com

2016 / Devonshire Club & Hotel
Private members' club with 68 bedroom hotel.

2016 / Three Cranes
British bar, dining room and boutique hotel.

The Clove Club

13 mins

Voted 33rd best restaurant in the world during 2018, The Clove Club serves elegant British cuisine exclusively in five and seven course tasting menus.

Two Lights: the sister restaurant of the Clove Club is coming this Autumn.

thecloveclub.com



33rd

best restaurant in the world

Galvin La Chapelle

8 mins

Holding a Michelin star since 2011, Galvin La Chapelle serves a menu of polished French cuisine that gives a modern flare to classic dishes.

galvinrestaurants.com/s/61/galvin-la-chapelle

St. John

20 mins

Opened in Smithfield in 1994 and awarded a Michelin star in 2009. Typical dishes include pigs' ears, ducks' hearts, trotters, pigs' tails, bone marrow and, when in season, squirrel.

stjohnrestaurant.com

City Social

10 mins

One of Jason Atherton's acclaimed restaurants, serving modern British cuisine with outstanding views over London from its 24th floor location.

jasonatherton.co.uk/restaurants/city-social



2016 / Zadig and Voltaire
Parisian clothing and lifestyle store.



La Dame de Pic

12 mins

High-end French menus in a dramatic hotel setting. The first UK venture for chef Anne-Sophie Pic who has previously gained a huge reputation for her numerous restaurants on the continent - most notably the three Michelin star restaurant Pic in Valence, the one star La Dame de Pic in Paris and the two-star restaurant at Beau-Rivage Palace in Switzerland.

ladamedepiclondon.co.uk

Club Gascon

18 mins

Serving classic southern French cuisine since 1998, Club Gascon is a staple of the London food scene. During this time, it has been awarded numerous accolades including its Michelin star which it gained in 2002.

clubgascon.com

2016 / Rag and Bone
Chic American outfitters.

Lyles

10 mins

Seasonal British food served within a paired back, minimalist dining room. Voted one of the top 50 restaurants in the world, the à la carte lunch and four-course dinner menus change on a daily basis.

lyleslondon.com



38th

best restaurant in the world

2016 / Lululemon
High-end fitness clothing.

Everyday eats

Sample food from all over the world. Delicious dim sum one night, mouth-watering steaks the next – all minutes from One Crown Place.

Hawksmoor

11 mins

An East London success story, Hawksmoor's original steak restaurant and cocktail bar was established in Spitalfields during 2006 and has since opened in five other locations across the UK.

thehawksmoor.com



Oklava

8 mins

Having previously run a number of popular pop-ups across London, Selin Kiazim launched her first permanent restaurant – Oklava. Serving Turkish-Cypriot sharing plates since 2015, it has been a huge success and is now opening a sister restaurant in Fitzrovia.

oklava.co.uk



Nuala

7 mins

Recently opened by Niall Davidson, of Chiltern Firehouse, Nuala is an all-day restaurant and Irish bar with sleek relaxed seating centred around the brick-lined open fireplace. Serving dishes like steak tartare with Guinness sauce and squid and bacon broth it marks a new stage in the evolution of Anglo-Irish bistronomy.

nualalondon.com

St. Leonards

7 mins

Chefs Jackson Boxer and Andrew Clarke of Brunswick House in Vauxhall moved to Shoreditch in June 2018 to deliver cutting edge southwest French cuisine, in a big buzzy restaurant with high ceilings and concrete floors.

stleonards.london



Smoking Goat

11 mins

After three and half years in Soho, Smoking Goat owner, Ben Chapman, decided to make the move to Shoreditch. The restaurant serves a variety of dishes inspired by Thai street food, all of which are prepared over charcoal to give a truly authentic flavour.

smokinggoatbar.com

Temper

10 mins

In addition to a wide selection of wines, tequila, mezcal and gin, Temper specialises in steak, chicken and fish all of which is cooked over one of the world's largest restaurant fire-pits.

temperrestaurant.com/temper-city

Images

1. Interior of Nuala
2. Anglo-French cuisine at St. Leonards
3. The bustling open kitchen at Smoking Goat
4. Computer generated image of Eataly



Eataly

Eataly is to open its first UK location at Broadgate's 135 Bishopsgate in 2020. They've signed an agreement for 42,000 sq ft on the ground and first floors of the building.

Luca Baffigo, CEO of Eataly, said that another London food market was one of the early inspirations for the entire Eataly project: "Visiting Borough Market before opening our first restaurant in Italy was really eye-opening," he said. "This is why opening a place in London where people can buy, eat and learn is a very important and exciting milestone. Being able to bring our model into a place that is so significant for us fills us with satisfaction and stimulates us to create in London a wonderful multifunctional experience."

Luca Baffigo
CEO of Eataly

Source: Eater.com



Yauatcha

3 mins

Sister restaurant of Michelin-starred Yauatcha in Soho, Yauatcha City is an all-day dim sum tea house serving a wide selection of dim sum, wok dishes, cocktails and 40 types of tea. Part of the Hakkasan Group, Yauatcha City has a beautiful gin and tea garden that provides an oasis of calm amongst the bustle of Liverpool Street.

yauatcha.com/city

Red Rooster

7 mins

Marcus Samuelsson's Red Rooster came to Shoreditch straight from the streets of Harlem. Pitched as soul food for the 21st century, Red Rooster Shoreditch celebrates the roots of American cuisine, giving classic dishes a refined, contemporary twist.

redroosterlondon.com

2016 / **The Montcalm**
Hotel with restaurant *Aviary*.

2017 / **KOBOX**
Boutique boxing club.

2017 / **Rathbones**
Investment managers move from West End to Moorgate.

2017 / **The Ned**
Hotel with seven restaurants.

2017 / **The Curtain**
Hotel and members' club.

Not just the financial markets

London has long been a city built on trade. Today, its ancient markets rub shoulders with new independents and fashionable boutiques – the legacy lives on.



Royal Exchange

12 mins

Opened by Queen Elizabeth I in 1571, the Royal Exchange trading floor was used by merchants for 400 years. Now a luxury shopping arcade, it offers an array of boutiques and restaurants.

Fortnum and Mason

London's iconic food store opens in the Royal Exchange during November 2018 and will offer teas, preserves and hampers, alongside a bar and dining area within the courtyard.

Grind

An espresso bar by day and cocktail bar by night, with a rich marble interior and neoclassical six-metre-high arched windows.

2017 / The Ivy City Garden
Cuisine: modern British.

Smythson

Smythson represents over 130 years of British leather craftsmanship, specialising in luxury goods including bags, wallets, diaries and books.

Leica

Leica's second London store, opened in 2015, offers personalised cameras, complimentary workshops and photography exhibitions.

2017 / Psyche
Stylish spinning classes.



Leadenhall Market

15 mins

Established in 1321 and featured as Diagon Alley in the Harry Potter films, this historic and architecturally striking market offers stalls, restaurants, shops and pubs all under the elegant Victorian roof.

- Barbour
- Diptyque
- Oliver Sweeney
- Hobbs



2017

Amazon

Retail giants move into 15-storey office building.

Global internet retail giants in need of no introduction.

With space for 5,000 employees, their Shoreditch headquarters have given them a new home befitting of their ambition.

1 Principal Place, EC2A 2BA

6 mins

Images

1. The Royal Exchange
2. The vibrant interior of Leadenhall Market
3. Street food restaurant at Spitalfields Market
4. Retail units at Boxpark
5. Street art meets trendy retail on Redchurch Street



Spitalfields Market

10 mins

Straddling the City and Shoreditch, this 350-year-old marketplace offers handmade arts and crafts, antiques and vintage clothing alongside fashion from up-and-coming designers. It is surrounded by restaurants catering to nearby City workers.

- Rag and Bone
- Lululemon
- Cutler and Gross
- Kiehl's

2017 / Temper City
Cuisine: Indian.

Independent shopping



Box park

11 mins

Constructed in 2011 out of repurposed shipping containers, Boxpark is the world's first pop-up mall. It creatively fuses the modern street food market with independent shopping, showcasing East London's up-and-coming fashion, cosmetics and food brands.

- The Brokedown Palace
- Coucou Eyewear
- Hymn



Redchurch Street

10 mins

Home to both Tracey Emin and Sarah Lucas during the early 1990s, Redchurch Street is still a great place to discover new artists and fashion labels set among trendy cafés and beauty parlours.

- Monologue
- Labour and Wait
- Sunspel

Nobu

London has a real taste for Nobu. Their newest restaurant has settled comfortably into Shoreditch life with an eclectic menu and exclusive Matcha bar.



“
Shoreditch is the heart of London’s creative scene. You can find everything from street food markets to Michelin-starred restaurants, so it felt right for us to move in.

Image
1. Head Chef, Nobu Matsuhisa

Located on Willow Street, Shoreditch, the hotel features 150 rooms including 7 suites, an 80-seat lobby lounge and a 240-seat Nobu restaurant with outdoor courtyard. All food and drinks menus have been curated by head chef and founder, Nobu Matsuhisa, specifically for the hotel.

“When we opened our first restaurant in London 20 years ago, everyone thought we were crazy. They said London had terrible food and no one would be interested in eating at a great restaurant. When I went to London to explore the sushi culture prior to opening, I discovered the only types of sushi offered were salmon, squid, shrimp and scallop. There was so much potential, so many other varieties of sushi I could bring to London. Now, London is one of the best cities in the world for food, which makes it a very different landscape to open a business in.

London’s food scene is now so good you can find a diverse range of cuisines all over the city, not just in Central. Shoreditch is an example of a neighbourhood that has grown up a lot recently. You can find everything from street food markets to Michelin-starred restaurants here, so it felt right for us to move in. This area attracts a completely different, more local audience, which presented an exciting new challenge. This also helps us to build on Nobu’s brand presence and recognition as a whole.

Another significant reason for us deciding to open our first European hotel in Shoreditch, as I’m sure is the same for other businesses, is that Shoreditch is the heart of London’s creative scene. This provides a really exciting proposition to combine Nobu’s signature east-meets-west philosophy with Shoreditch’s creative and industrial energy. Guests are surprised at how ‘zen’ our hotel is within the busy, industrial environment. When Robert de Niro first came to Shoreditch, he actually saw similarities with Tribeca, where we opened our first restaurant together. We were very enthusiastic about the growth in the area and excited to embrace a new community.

When opening a hotel, the surrounding location is so important as guests’ decisions are based a lot on what they can do in the immediate area. As Shoreditch has grown, not only in its food scene, but in arts, creativity, retail etc., we knew it would appeal to potential guests.”

Nobu Matsuhisa
Head Chef, Nobu Restaurant,
Nobu Hotel

2017 / Nobu Hotel Shoreditch
Hotel and restaurant.



Hotel Bars

Whether it’s a quick drink, an aperitif or something to cap the night off with, there are countless bars to choose from. Each whisks up colourful concoctions and offers stunning settings to intoxicate your every sense.

Aviary at Montcalm Royal London House

An elegant rooftop bar in Finsbury Square, perfect for cocktail sipping while admiring the view.

Green Room at Curtain Hotel

Eye-catching interiors with a mysterious ‘Director of Beverage’ masterminding each cocktail.

Angler at South Place Hotel

Modern British restaurant at the South Place Hotel with breath-taking 7th floor City views.

The Nickel Bar at The Ned

All American feel betrays the building’s origins as the Midland Bank. Drinks are full on flavour, yet refreshingly simple.

Rooftop at the Ace Hotel

Surely the East End’s greatest viewing platform where movers brush shoulders with shakers and the small hours don’t mean winding down.

The Boundary Rooftop and Grill

A vast glass pergola means it’s one of London’s only rooftop spots open all year round – the perfect place for a bottle in front of the embers of a snapping fire.

Jin Bo Law at the Dorsett City

A 14th floor Aldgate spot means you can get up close to the Gherkin while sipping your East/West Cobbler. Make sure to book in advance.



The clubs

A lot of work requires a great deal of play.
As day is chased away by nightfall, exclusive members' clubs come alive.

The Curtain

The Curtain – the first European venture from New York hotelier Michael Achenbaum – launched in Shoreditch in May 2017. The doors to this hotly anticipated hotel and members' club opened alongside top US chef Marcus Samuelsson's iconic Red Rooster restaurant.

Shoreditch is unlike anywhere else in London – unrivalled in its diversity, vibrancy and energy. This is where Londoners come to play, lending it a truly unique character and personality.

I have to admit, I'm a bit biased as I'm East London through and through, so it has been fascinating to see our

New York team's take on the area. Michael Achenbaum, the owner of both the Gansevoort and The Curtain brands, picked Shoreditch as it reminded him of the Meatpacking district of Manhattan, where he opened his first hotel. Similarly, our Harlem-based Culinary Director, Marcus Samuelsson, chose to open the second ever branch of Red Rooster here, inspired by the cultural and culinary offer of the area.

It's also been gratifying seeing our UK-based and global guests exploring the area and getting away from the over-visited West End landmarks.

The quality of bars, restaurants, boutiques, markets, cultural events and the packed calendar of pop-ups is such a draw for the area. We make sure to provide an up-to-date list of our favourites in all hotel rooms.

Sam Riches
Director of Sales and Marketing at The Curtain Hotel, Shoreditch

2017 / **Smoking Goat**
Cuisine: Bangkok canteens.

The Ned

Set in the former Midland Bank building in the heart of the City, The Ned was designed by Sir Edwin 'Ned' Lutyens in 1924. The space includes nine restaurants, 249 bedrooms channeling 1920s and 1930s design, a range of men's and women's grooming services and 'Ned's Club', a social and fitness club where members have access to a rooftop pool, gym, spa, hammam and late night lounge bar. Historically, there was a perception that the City was underserved when it came to places to socialise.

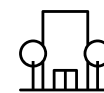
This is no longer the case. With the opening of The Ned and many other new neighbours such as the Bloomberg Arcade restaurants, One Poultry and now Fortnum & Mason in the Royal Arcade, the City is a place to play as well as work. London's centre of gravity has undoubtedly shifted eastward, with more reasons to visit than ever.

Gareth Banner
Managing Director of The Ned

“
London's centre of gravity has undoubtedly shifted eastward, with more reasons to visit than ever.”

Images

1. The exterior of The Curtain
2. The Nickel Bar at The Ned



2017

The Bloomberg Arcade

Modern dining and shopping destination.

A gastronomic Diagon Alley hidden in the City's rabbit warren streets.

Ten independent restaurants including: Ahi Poke, Homeslice, Bleecker Burger & Caravan.

Cannon St. Road, EC4N 8AR

15 mins



2017 / **Nuala**
Cuisine: Modern Irish.

Boutique fitness

Free yourself from the queues and crowds. Keeping fit needn't come with added stress – find somewhere new to break a sweat and shape up.

Blue Cow Yoga/Heartcore

 12 mins

Blue Cow Yoga offers a range of classes, from beginner to more advanced. Its sister studio, Heartcore, is for those seeking a combination of Dynamic and Reformer Pilates and Barre.

Tip: Fantastic yoga teachers.

bluecowyoga.com

heartcore.co.uk

Frame

 9 mins

A large selection of classes including Ballet, 80's Aerobics, Box Train and Reformer Pilates.

Tip: You can drop in, pay-as-you-go or, for the more committed, get a great value Frame membership.

moveyourframe.com



1

Tip

Book yourself an express blow dry or men's cut

2

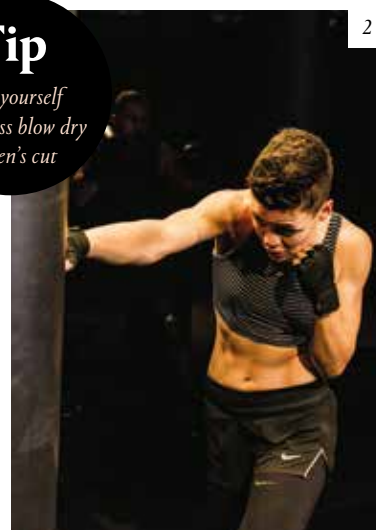
1 Rebel

 3 mins

The Broadgate arm of this pay-as-you-train gym boutique has two types of class: 'Re-shape', designed to condition and re-sculpt, and 'Rumble', which has a cardio boxing focus with a brutal, battle-hardening vibe.

Tip: If you're at the St. Mary Axe studio, book yourself an express blow dry or men's cut.

irebel.co.uk



Images

1. Fitness studio at Blue Cow Yoga
2. A Rumble boxing class
3. Some of the team at Barry's Bootcamp
4. Group boxing class at KOBBOX
5. Chic workout space at Psycle



3

Another Space

 11 mins

Dynamic yoga, endorphin-charged cycle rides and fast and furious HIIT classes has a new home just two minutes' walk from Bank station.


Tip: Possibly one of the nicest gym changing rooms in London.

anotherpace.london



5

Barry's Bootcamp

 3 mins

The original high-intensity workout. Each class is different and can burn up to 1,000 calories. With a focus on a different muscle each day and a uniquely addictive energy you are guaranteed to see a transformation.

Tip: For the 07:10 and 18:40 classes book 7 days before at 12:00. It is competitive to get a spot!

barrysbootcamp.com

F45

 12 mins

Famous global workout offering a 45-minute high-intensity, circuit training class.

Tip: Take the 8-week challenge for maximum results.

f45training.co.uk/LiverpoolStreet




4

Tip

The 30-minute express class at 1:15pm, is perfect for a lunch time power-hour

KOBBOX

 3 mins

Fight club with the atmosphere of a night club.

Tip: The 30-minute express class at 13:15 is perfect for a lunch time power-hour.

koboxlondon.com

2017 / The Kitchens

Pop-up food stalls in Old Spitalfields Market.

2018 / BRAT

Cuisine: Basque barbecue.

2018 / F45

Bespoke fitness training.

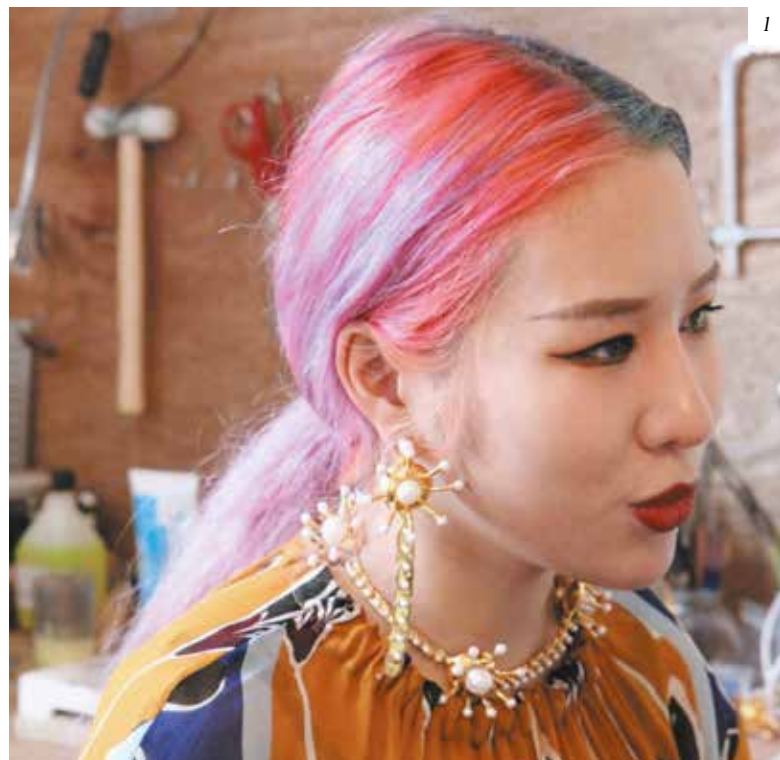
2018 / Lahpet

Cuisine: Burmese.

2018 / Leroy

Cuisine: Parisian.

Meet our residents



Yifan Gao

Yifan Gao is a jewellery designer. She has just started an MA at the Royal College of Art, studying ceramics and glass, after finishing her BA in Fashion Jewellery at the London College of Fashion this year. Yifan's project "Sick", in collaboration with fashion designer Yawen Qian, was exhibited at London Fashion Week. Her work has also been showcased at Paris Fashion week.

Why One Crown Place?

The location was key. I spend most of my time around the area as there are many design studios and showrooms based in Aldgate, Liverpool Street and Shoreditch. Not only is it great inspiration for me to be based here, it will also be helpful for my career to be so close to the other designers as there is a lot of collaboration in my projects.

Such as?

Tim Walker Photography. He has a studio in Shoreditch and used my jewellery pieces in his own project.

2018 / St. Leonards
Cuisine: Southwest France.

“

The location was key. I spend most of my time here as there are many design studios and showrooms based in Aldgate, Liverpool Street and Shoreditch.

What else are you excited about?

B&B Italia is my favourite interior designer brand, so I am excited that they've designed the wardrobes and kitchen in my new apartment. Also, the apartment I chose is triple aspect and on the eighth floor (lucky number eight!) so I can't wait to see the views of the city.

You seem to already know the area very well.

Every night after class at the London College of Fashion in Old Street, we would head down to Shoreditch. Typically, we'd make our way to Pho or On the Bab, or just walk around the showrooms to have a look. One of my favourites is JW Anderson's workshop in Shoreditch. Jonathan also went to the London College of Fashion but I don't know him – yet!



Images

1. Yifan Gao

2. Yifan's work on display at London Fashion Week



2018

People's Republic of China Embassy

5.4 acre Royal Mint Court becomes their new UK embassy.

Once home of the Royal Mint, the Tower Hill site begins a new life.

Relocating from their current home in Marylebone, the prestigious embassy moved to this historic site with unparalleled access to the City.

Royal Mint Court, EC3N 4QN

25 mins



Danny Lucas

In my 35 years in construction working on some of London's most amazing projects, I have to be pretty strong when it comes to stopping my emotions making me too attached to what I'm working on.

One Crown Place was different.

As my company neared the completion of the marketing suite fit out, working with CBRE and their interior design architects, Bowler James Brindley in readiness for the official launch in April 2017, I found myself overpowered by a feeling I'd never felt before. The whole design and feel of this development and its unique location, that brings together a fusion of all the things I love about this part of London, made it impossible for me to walk away. I just knew that I had to have a part of something special that will never be repeated in London ever again.



Paul Bartlett

My family and I have been living in Switzerland for the last eight years and we recently relocated back to London. Switzerland was great, but we missed the energy of London and the lifestyle opportunities it provides.

We wanted to live centrally and chose the City because it has a great buzz while not being too hectic. We are renting in Wapping while we wait for OCP to complete and we love the fact there are so many places to go out nearby. In the past the City emptied out over the weekend, but now, due to the numerous bars and restaurants, there are always people around without feeling crowded. We have a young daughter and so we also really enjoy the parks and green spaces around the City.

Education

Across the world London is synonymous with education, and with hugely respected institutions of learning scattered all over the city, it's easy to see why.

UCL University College London

England's third oldest university and ranked 16th best university in the world (*THE* World University Rankings 2018).

Gower Street, WC1E 6BT

Imperial College London

Ranked eighth best university in the world (*THE* World University Rankings 2018).

Exhibition Road, SW7 2AZ

King's College London

Ranked seventh best university in the UK (*THE* World University Rankings 2018).

Alumni include: Thomas Hardy, Reverend Desmond, Tutu and Virginia Woolf.

Strand, WC2R 2LS

LSE London School of Economics and Political Science

Alumni include 34 past or present prime ministers, presidents or premiers and 16 LSE staff or alumni have been awarded a Nobel Prize.

Houghton Street, WC2A 2AE

SOAS School of Oriental and African Studies
SOAS has the largest concentration of specialist staff (300+ academics) concerned with the study of Africa, Asia and the Middle East at any University in the world. Ranked fourth globally in Development Studies (QS World University Rankings 2018).

Russell Square, WC1H 0XG



1

7th
best university
in the UK



2

Images

1. University College London (UCL)
2. King's College London library
3. City University

London Business School

Ranked first in the FT's Top European Business School for four consecutive years.

Regents Park, NW1 4SA

Queen Mary University of London

Ranked 14th in the UK in the *THE* World University Rankings 2018. 8 Nobel Prize winning staff and alumni.

Mile End Road, E1 4NS

Courtauld Institute of Art

So many alumni went on to become directors of art museums that they become known as Courtauld Mafia.

Alumni include directors of the: National Gallery Metropolitan Museum of Art, NY; National Portrait Gallery; and British Museum Somerset House.

Strand, WC2R 0RN



**Fortnum
& Mason**

*Heritage retailer open store
in Royal Exchange.*

2018

**A brand as quintessentially
British as they come.**

From supplying the first British Everest expedition to their famous rooftop bee colonies, Fortnum & Mason is woven into the fabric of London's history. Expansion into the Royal Exchange means a new foothold in the City for this iconic store.

The Royal Exchange, EC3V 3LL

12 mins

Alumni

Tony Blair,
Mahatma Gandhi



3

City University University of London

Alumni include: Tony Blair, former Labour Prime Minister, and Mahatma Gandhi, leader of the Indian independence movement.

Northampton Square, EC1V 0HB

UAL University of Arts London

Over half of all Turner Prize winners since 1984 have been University of Arts London alumni or staff.

Alumni include: Charles Saatchi and Alexander McQueen.

*1 Granary Square, King's Cross,
NIC 4AA*

Cass Business School

Ranked second in London, 4th in the UK and 15th in Europe (Financial Times European Business School ranking 2017).

106 Bunhill Row, EC1Y 8TZ

2019 / Everyman Cinema
Boutique cinema.



Stuart Wong

UCL Student

As a student of real estate, there's no better area in London to appreciate the seamless blend of modern and historic architecture. The City of London represents one of the busiest financial hubs in the world, while still reflecting its rich history and heritage. Much of this can be seen at the viewpoints at the Sky Garden, at the Walkie Talkie and the bars on top of 110 Bishopsgate and Tower 42, or simply by walking the many alleyways and passages throughout the City.

Within a short walk away are two of my favourite areas in London, Clerkenwell and Shoreditch, with some of the best restaurants in the country. My absolute favourite is the hearty Italian food at Luca, which serves up some of the best pasta, lamb chops and tiramisu in town.

There's also a variety of shops around the area. Goodhood, which offers an amazing collection of homeware goods, streetwear and footwear, is pretty much tailor-made for millennials. Down the road, you'll find the edgy NikeLab and other brands such as APC, Folk, Le Labo, Aesop, and Club Monaco.

Finally, spend the evening at the eclectic Electric Cinema, where you can do everything from getting a haircut to catching the latest film to winding down with a coffee or drink.



Izzy Yurtsever

Student at Central St. Martins

During my first year of studying in London I lived in Shoreditch and had a great year. Being friends with people that lived all over London, having a regular place to meet up for drinks was great and Shoreditch never disappointed. Our local was The George and Vulture but Cargo/ The Book Club/ Kamio were also favourites.

As a student at an art school the City was very useful for my course. We had tours of the City of London to help our contextual studies, the Barbican is easy to access and Shoreditch is a great place for holding exhibitions in interesting places and seeing a wide range of exhibitions too - there was something on every week.

The Britannia Leisure centre behind Shoreditch Park has a gym, pool and climbing wall. It's great and affordable for students too. That said, we spent most of the summer having barbecues in Shoreditch Park instead of visiting the gym.

The creative City



400,000
square metres
of shared workspace
in the City

Twentytwo, located at 22 Bishopsgate

Designed to nurture 12,000 people within a mix of small and large businesses, as well as start-ups, Twentytwo has been designed to put the wellness of workers at the forefront of the workspace. A large proportion of its floorplate is dedicated to communal spaces and facilities including:

- A fresh food market, innovation hub, gym, wellbeing retreat and spa, business club and cycle hub.
- London's highest free public viewing gallery in an 'art walk' within the building's triple-height lobby.
- The City's first ever 'climbing window' inside the 62-storey skyscraper, 125m above the ground.

With competition for talent fiercer than ever businesses are looking for innovative ways to attract and retain the best talent.

The City draws on a highly skilled international workforce across a range of knowledge-intensive sectors.

Businesses are now viewing the office not as simply space to work in, but an extension of their brands. As a result, the work space is becoming humanised, increasingly designed

to facilitate collaboration and creativity. They have found that non-traditional flexible workspace layouts encourage rapid project concept development and creativity.

Emerging businesses such as fintech and app developers operate globally and could work anywhere, but are choosing to base themselves in the City to take advantage of the cross-pollination of ideas which thrives within the dense network of expertise, ideas, markets and established related firms that the area provides.

Despite its 2000-year history the City embraces modernity, ensuring it remains at the forefront of change by looking to the future and creating spaces people want. Developers appreciate that the City's international and domestic allure wholly depends on its ability to continue to evolve, while remaining true to its heritage and tradition. In Broadgate Circle, carefully selected retailers bring vitality and authenticity, foregoing the higher rents paid by chains in order to champion independents and boutiques.

There are now 400,000 square metres of shared workspace in the City, which is hugely beneficial to companies looking to forge new, successful partnerships. Within WeWork alone, 70% of members report going on to collaborate with other members on future projects.

61%
of professionals
are under 39.

70%
of WeWork members
go on to collaborate
with other members
on future projects.

41%
increase in businesses
in the City of London
in the six years to 2016
including 1,200 start-
ups per year.



Moving to the city

- Amazon moved their UK HQ to Principal Place, positioned between the Square Mile and Tech City.
- The Chinese Embassy is relocating to Royal Mint Court.
- Rathbones, a bread and butter Mayfair tenant, taking space in the City.
- Start-up bank Monzo moved to Finsbury Square in 2018.



Simon Conie

Senior Director,
Investor Office Leasing, CBRE

How has the City changed?

Not even five years ago you'd have been hard pushed to find any jeans and trainers (that didn't belong to a tourist) wandering the streets, or a Black Sheep barista serving the morning commuters.

Nowadays, we see far more diversity among the working population, the places they work and the retailers who serve them. The influx of artisan/ independent retailers on our streets and food markets in the squares are testament to the thriving and evolving London food scene and the demand now for a smashed avocado on toast rather than a Pret baguette.

Driving this demand for better choice and quality has been the millennial generation. This change has come hand-in-hand with traditional City powerhouses of the banking, finance, legal and professional sectors now competing with the likes of Monzo Bank, WeWork, Amazon and Deliveroo, for whom the mantra 'dress for purpose' means exactly that. Today, it's out with the suit and tie and in with whatever you feel comfortable in.

Image

1. The dramatic climbing wall at Twentytwo, located at 22 Bishopsgate

2019 / Bob Bob Cité
Cuisine: Russian.

2019 / Elizabeth Line
High-speed tube line launch.

2019 / Twentytwo
Flexible offices open in Bishopsgate.



The hotel at One Crown Place

Forming part of the One Crown Place development, Bespoke Hotels has been appointed to operate 41 bedrooms within the conserved terraced houses on Sun Street. With ambitions to join a select group of five-star hotels in the City, the hotel will combine a 100-cover destination restaurant and bar alongside a private members' club.

“ One Crown Place is a truly unique destination, set in the heart of an area of London that has evolved constantly over the preceding two decades. The opportunity to develop a hotel with such an original identity, located in the midst of this iconic neighbourhood, was a tremendously attractive one for Bespoke Hotels. Maintaining the Georgian foundations that give Sun Street such charm, while bringing an outstanding destination restaurant and members' club to the City of London, will herald an exciting infusion of the historic, creative, and contemporary.”



Haydn Fentum
Founder and CEO of Bespoke Hotels

Preserving history

It was important to the One Crown Place team that the terraces on Sun Street (originally Crown Street) were conserved. They are some of the only remaining examples of designs by George Dance the Younger, a remarkable, but under-appreciated architect, many of whom's buildings have been destroyed.

Dance introduced crescents (semicircular rows of houses) and circuses (buildings encircling a central communal area) to London.

Dance also conceived the idea of the 'oval amphitheatre', which materialised as Finsbury Square. This was to have houses with matching façades of stock brick and balconettes of delicate ironwork at the first-floor windows.

By the 1790s almost every street was fringed with houses, with shops at ground floor level, as was the case on Sun Street.

Images

1. Computer generated image of the bar in the private members' club
- 2&3. Computer generated image of the hotel exterior

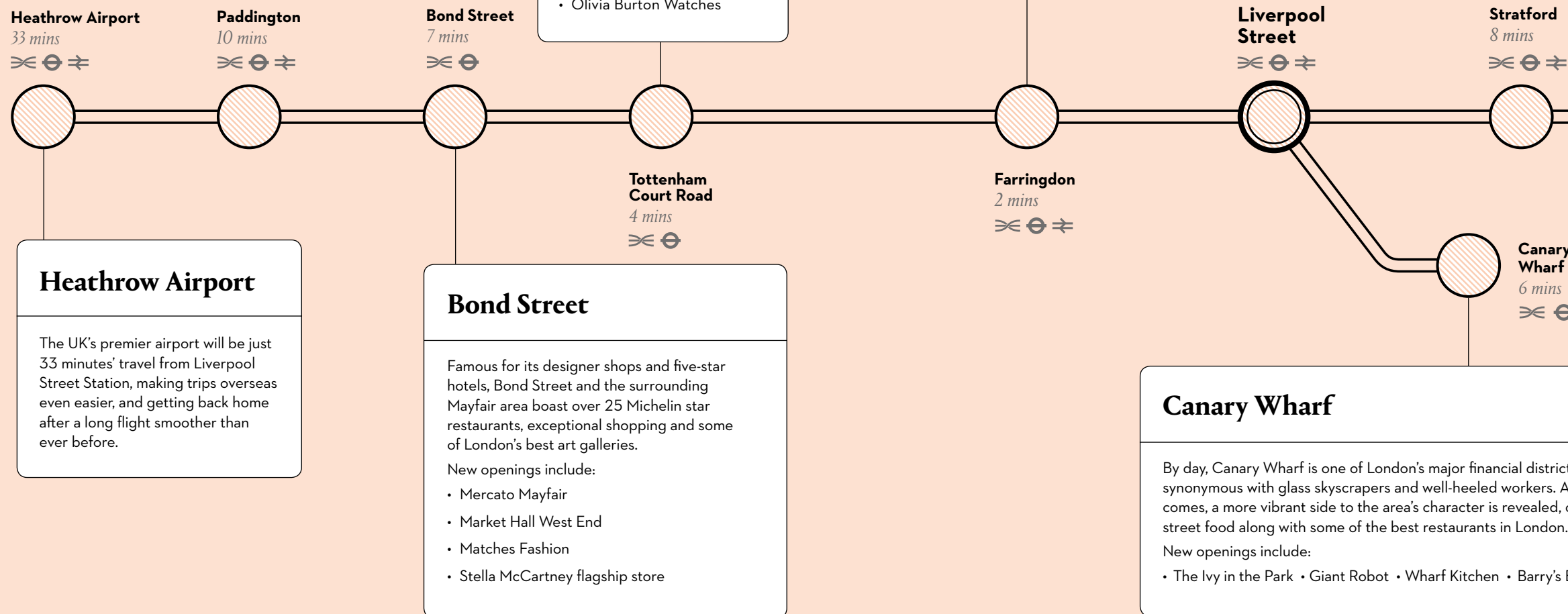


2020 / Borough Yards
115,600 sq ft of retail and leisure space.

2020 / Eataly
Cuisine: Italian marketplace.

Elizabeth Line

Travel times across London are being halved.



Meet the neighbours

With all the work and play it's easy to forget that the City is also a place to live. It's home for a privileged population of unique individuals.



James Beckham

Resident of the Barbican

How does it feel to be one of 10,000 people that live in the City of London?

I never underestimate the privilege of living where we do. Being a property person, I always want to move to where I'm visiting on holiday, but I really can't understand how I could have a more rounded life than the one the Barbican provides.

Why did you move to the Barbican?

My wife was an investment banker who worked with Asia so had to be at her desk at 07:15 and we both wanted to be able to walk to work. I can walk to work in 10 minutes. It gives totally flexibility, eases the traffic risk and takes the stress out of any gaps that occur. It's a 15 minute cab home from the West End so there's no worrying about which train you need to catch. Arguably, it works too well! I will be very dissatisfied if I move elsewhere. We moved in 1985, before inner city

living was popular. The infrastructure in terms of restaurants around Clerkenwell and Shoreditch has changed radically since then.

And how do you find it now?

Brilliant. For example, on Friday night we went to Clerkenwell through St. Johns Lane to Sushi Tetsu in Jerusalem Passage.

It's run by a Japanese couple and has seven seats. It's Tokyo quality Sushi fifteen minutes' walk from our front door. Then, on Saturday, we walked 30 minutes to the Menier Chocolate factory to see a play and on Sunday afternoon we walked to the Tate Modern.

What does London offer that nowhere else does?

The juxtaposition between the new and the old. You have London as a leading financial global centre, a thriving business hub, and it's woven into a historical fabric which is always changing. That's why tourists come to London, for the historic character.

What do you most enjoy about living in the City?

What I like so much is the way the built environment keeps changing. Urban regeneration is going on around you all the time. For example, the Museum of London is moving to Smithfield. I look out of my work window near St. Paul's, at the tower of a church that got bombed in the war next to the new building for Bank of America Merrill Lynch, then around the corner is the old General Post Office next to the St. Barts hospital buildings which are being redeveloped.

Do you ever regret the loss of any buildings?

No, I'm not sentimental about any buildings. Every change is new, it's interesting and exciting. Having said that, this morning at 07:05 walking along on St. Martin's Le Grand, the morning sun was catching the dome on top of St. Paul's Cathedral and it was just stunning. I almost stopped someone in the street to say, look at that, isn't it extraordinary. It's inspirational just walking to work.



2021

One Crown Place

*Striking mixed-use development
3 minutes' walk from Liverpool
Street station where the City
meets Shoreditch.*

One Crown Place will bring an exciting new addition to London's celebrated skyline.

Designed by award-winning architects KPF, this terracotta-clad building has taken inspiration from the local area and offers an antidote to the surrounding concrete and glass towers.

Here we will welcome a diverse group of people to our offices, hotel, members' club and residences, all within sight of the City's iconic skyline.

54 Wilson Street, EC2A 2ER

2022 / Museum of London
*£70m regeneration and relocation
to Smithfield.*

ONE CROWN PLACE

Reflecting the old-meets-new character of the City and Hackney, One Crown Place comprises existing period buildings with two new residential towers offering 246 apartments. The six-floor podium features 15,500sqm of high-quality office space, with a variety of retail space at ground level. The boutique hotel and members' club occupy the elegant row of Georgian terraces on Sun Street.

Residential Marketing Suite
54 Wilson Street
London EC2A 2ER
020 7205 2697

Opening Hours
Please drop in: Weekdays 10am–6pm
Saturday 10am–3pm (by appointment only)

ONECROWNPLACE.COM

Computer generated images of One Crown Place.
Travel times are taken from Google Maps.

Developed by

AlloyMtd

Advised by

CBRE