

Exclusive living

8 minutes walk from Regent's Park 5 minutes by tube from Oxford Street 7 minutes from King's Cross Central the largest area of urban regeneration and investment in Europe



DEVELOPMENT PARTNERS

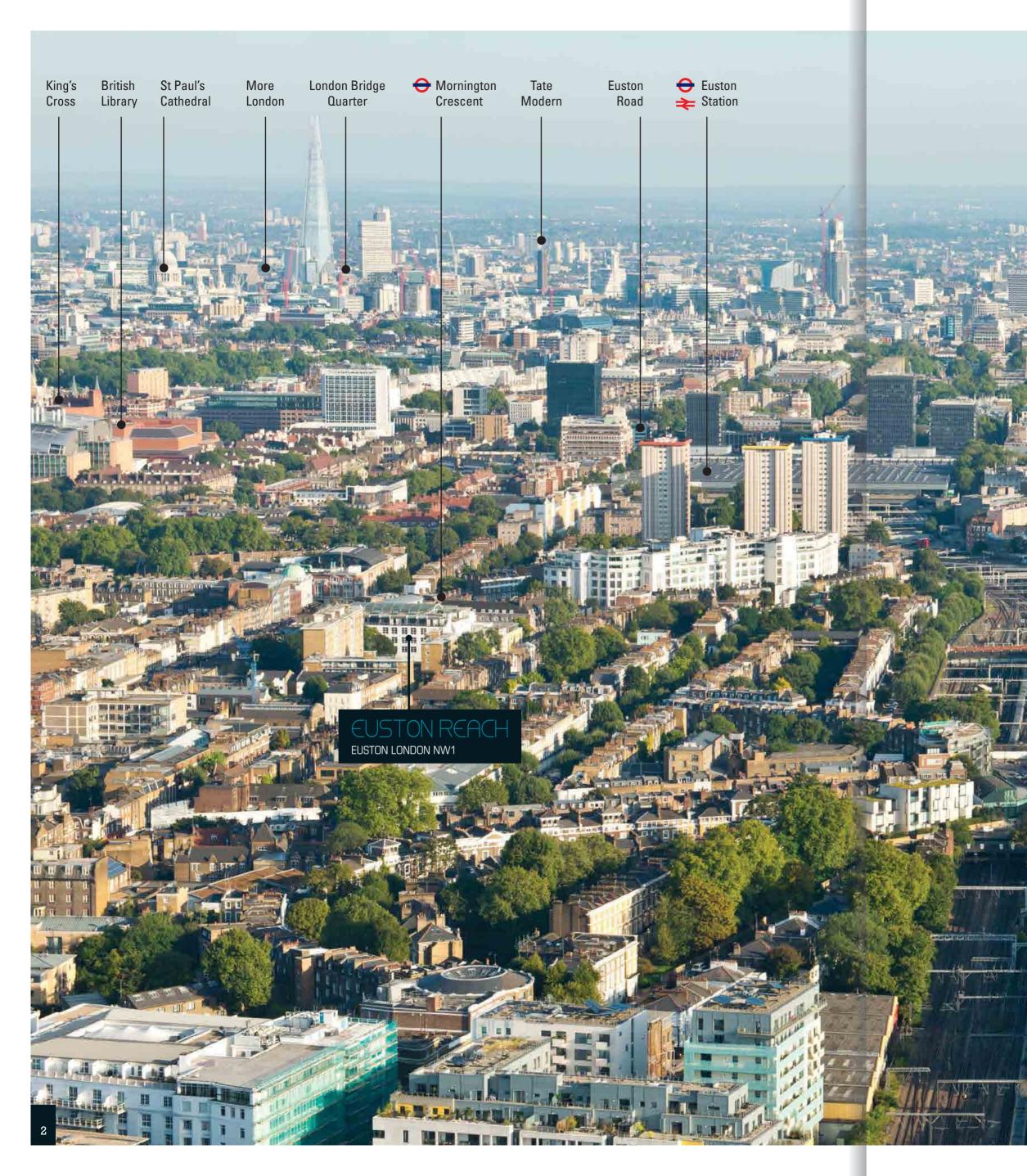




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Granary Square London's newest and most prolific new Square at King's Cross





The perfect location for London living

EUSTON REACH





Loft style living

This imposing building has been transformed from a former Edwardian warehouse into a striking example of 1930's art deco architecture - and is now continuing its transition to become a new London landmark for luxury loft style living, providing 89 stunning suites and apartments arranged around a magnificent interior designed and themed 4 storey atrium with domed glass roof.

EUSTON REACH EUSTON LONDON NW1

Conceptual space

The imposing entrance foyer, atrium lightwell and apartment interiors have been designed and influenced by the award winning practice of Rabih Hage - whose accolades include the Andrew Martin International Interior Designer of the Year Award and consistent nomination by House & Garden and Architectural Digest (France) as one of the top 100 leading designers for over a decade.









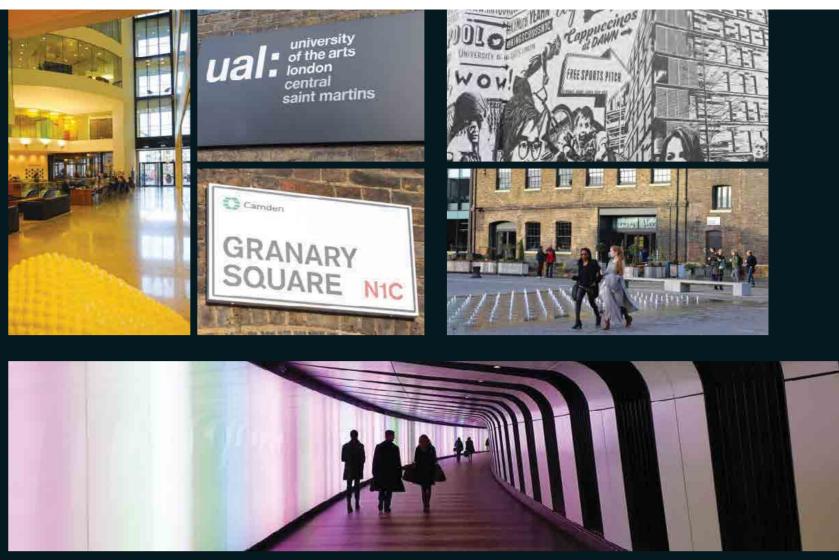
King's Cross Central

A regeneration masterpiece delivering a brand new district for London.

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- 50 new buildings
- 20 new streets

- Brand new postcode N1C

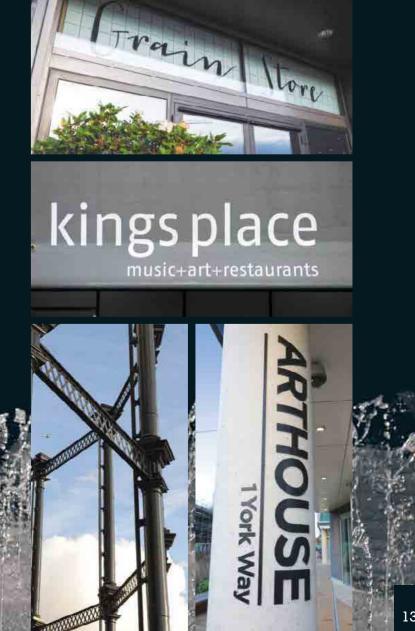


O King's Cross St. Pancras

A new major growth zone for London

900 metres (7 minutes) from Euston Reach

• 67 acres of regeneration • 26 acres of open space • 10 new public squares • New office, retail, leisure and residential space • 30,000 people by 2016

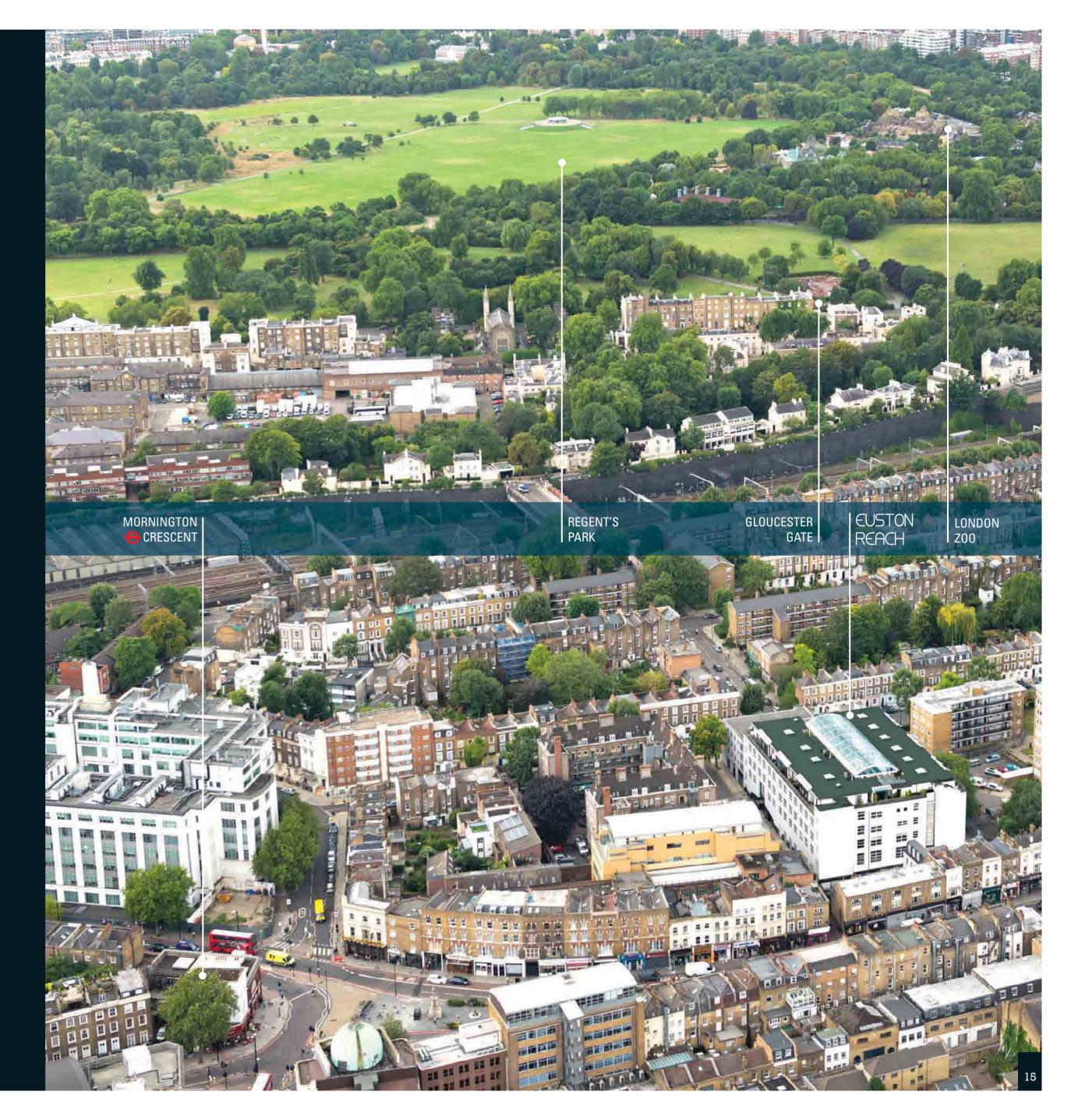


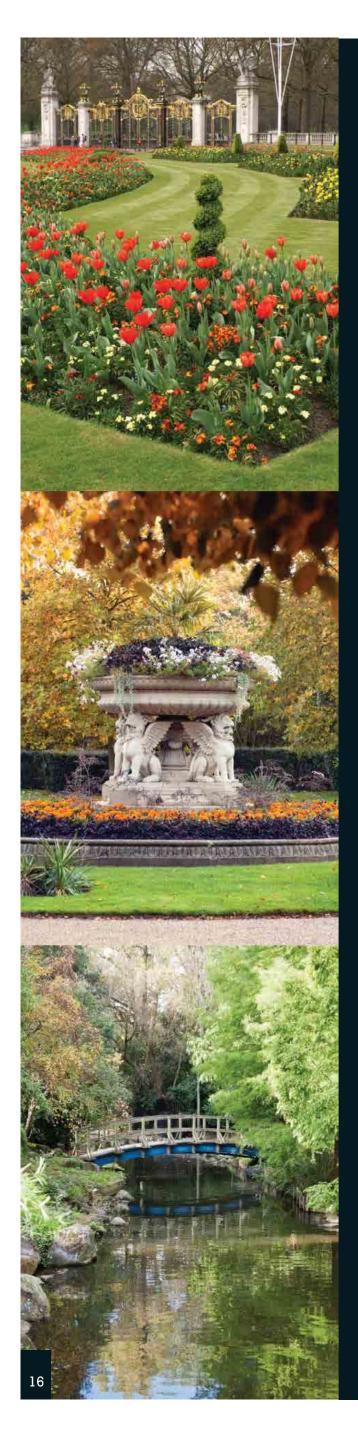
Royal Parkland

410 acres of former hunting grounds, London Zoo, Regent's Canal and Regent's University London - home of the European Business School of London, Regent's American College and numerous other degree programmes offering academic excellence in London.

All within 1500 metres of Euston Reach.

Regent's Park





Open parkland, canalside walks and immaculate gardens

The splendour of Regent's Park can surely be appreciated by any of its many glorious amenities and facilities, or together as a whole - a magnificent green oasis with beautifully tended grounds that include Queen Mary's gardens, the formal Italian gardens, the open air theatre and the park's nine villas.

Much of the park's south, east and west perimeters are lined with the elegant white stucco terraces designed by John Nash.



Regent's Park

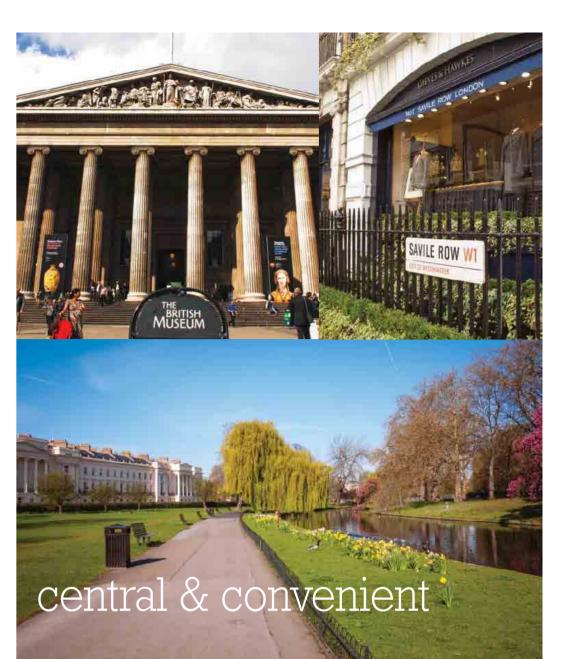


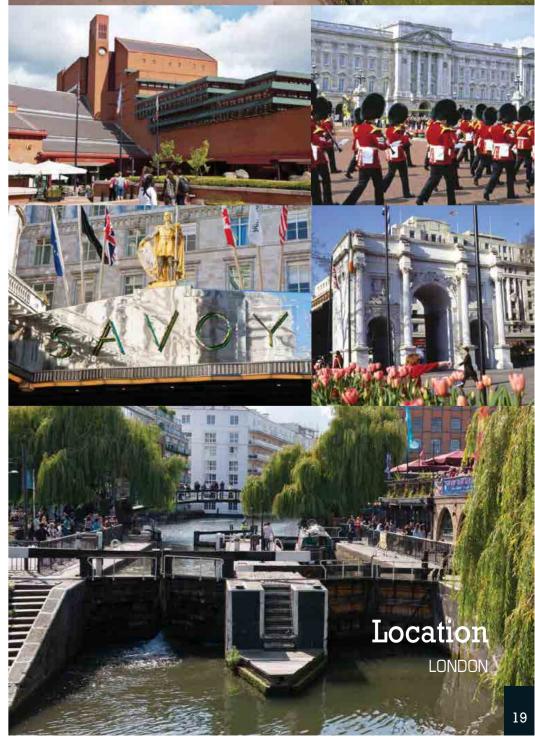
Park.

Connected

Located in the heart of one of London's most sought after district postcodes, NW1, Euston Reach occupies a central location a stone's throw from Camden High Street, Hampstead Road and Albany Street skirting the eastern side of Regent's

Euston Road, Tottenham Court Road and Gower Street all lie within 1200 metres, principal thoroughfares that are home to many notable landmarks including the British Library, Euston Station, King's Cross/St Pancras International, University College London (UCL), The University of London, Madame Tussaud's, The Dominion Theatre and many high end retail establishments.





One minute from Zone 1 travel

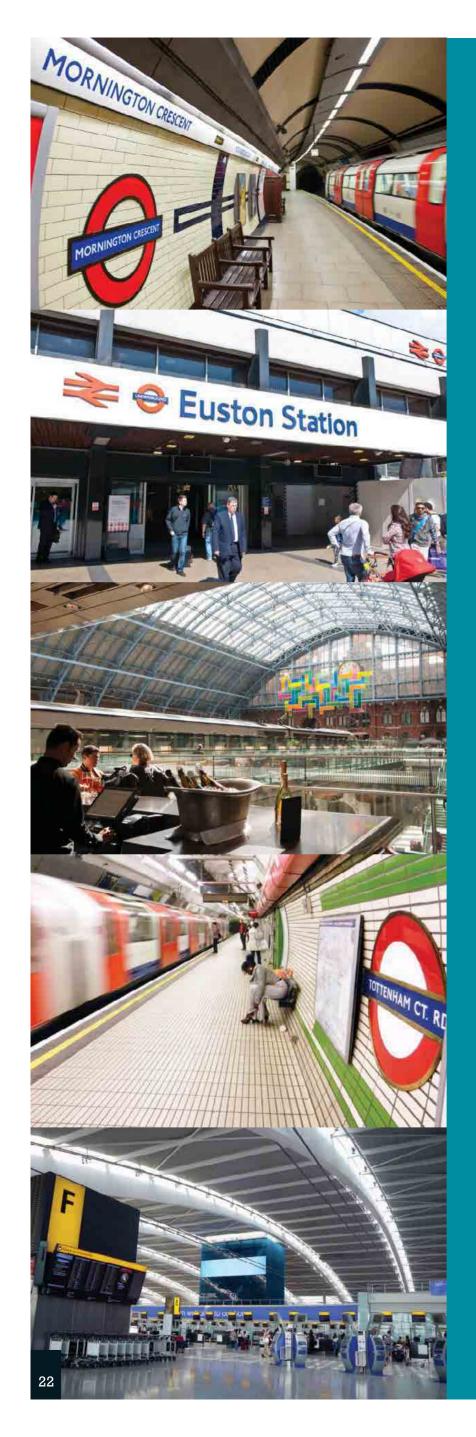
Euston Reach is situated around 3 minutes walk from Mornington Crescent tube station which provides a journey time of one minute to Euston and 7 minutes to King's Cross.

Transport CONNECT

Seven minutes from international travel

London to Paris in 2 hrs 15 minutes non-stop with Eurostar services on the doorstep of Euston Reach.

King's Cross Station



Getting around

By Underground

Mornington Crescent provides Northern line services, which enable connections to London's entire tube, mainline and DLR network. The Northern line is the second busiest line in London with 50 stations, of which many are key West End and City

By Mainline

Residents at Euston Reach will be minutes from both inter-city travel and direct Capital connections at Euston and King's Cross. The two transport hubs operate London Overground, London Midland and First Capital Connect services, while also being principal underground interchanges and bus terminals.

By Eurostar

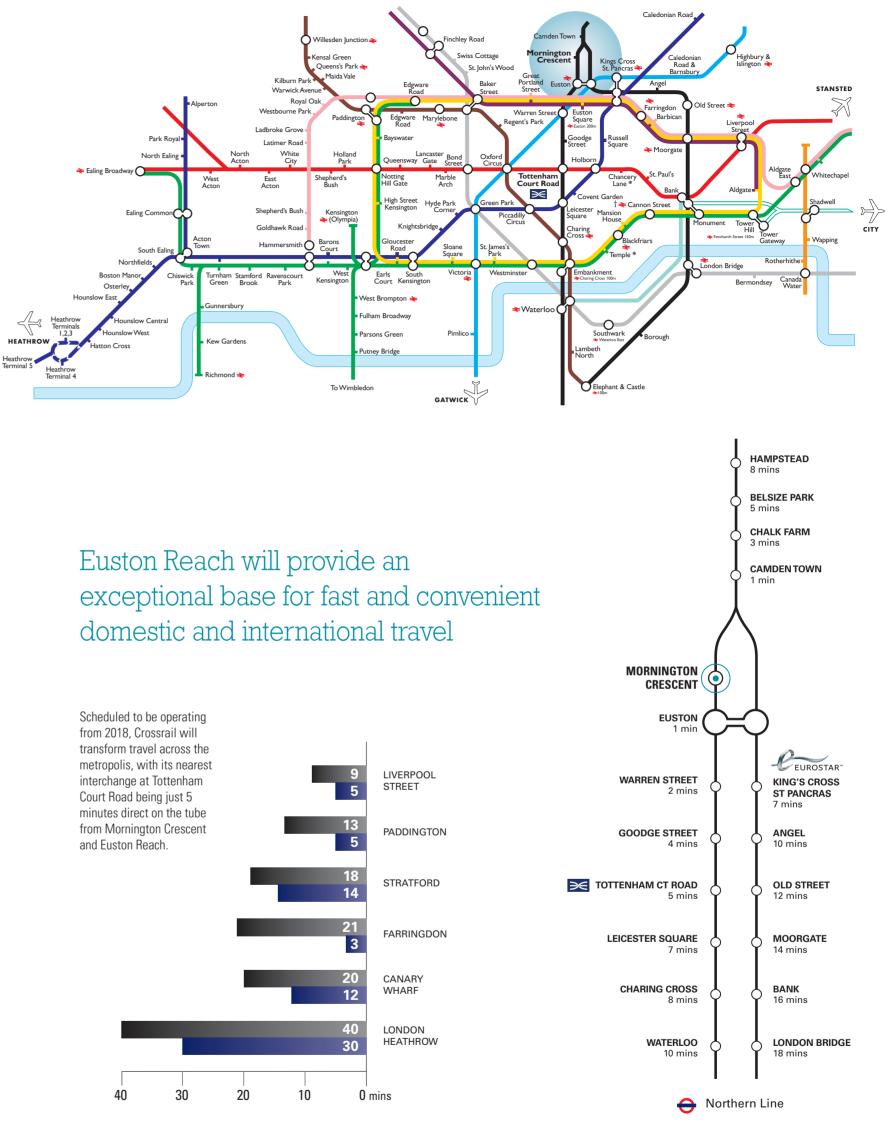
High speed trains depart from St Pancras International almost every hour for Gard Du Nord in central Paris (2hrs 15 mins) and every 2-3 hours for Brussels Midi/Zuid station (1 hr 55 mins). In addition, there are seasonal destinations to Southern France and the Alps. Given the array of interconnections, Eurostar enables fast and convenient travel across mainland Europe.

By Crossrail (2018)

The nearest interchange will be at Tottenham Court Road which is undergoing a £1bn transformation - the biggest transport investment in the West End for decades. At peak service times, up to 24 trains per hour will operate in each direction, with some 102,000 passengers estimated to be using the new hub every day.

By Air Travel

When operational (2018), Crossrail will provide a 30 minute journey time from Tottenham Court Road direct to London Heathrow. King's Cross operates a 50 minute connection to London Gatwick, while Mornington Crescent to London City Airport is 39 minutes via the tube and DLR.





Within 20 minutes walk of Euston Reach:

- University College London
- University College Hospital
- Royal Academy of Dramatic Art

Within 30 minutes walk:

- Regent's University London
- London Business School
- University of Westminster
- Royal Academy of Music

Academic excellence

London's principal universities all within easy reach.

LONDON

Universities

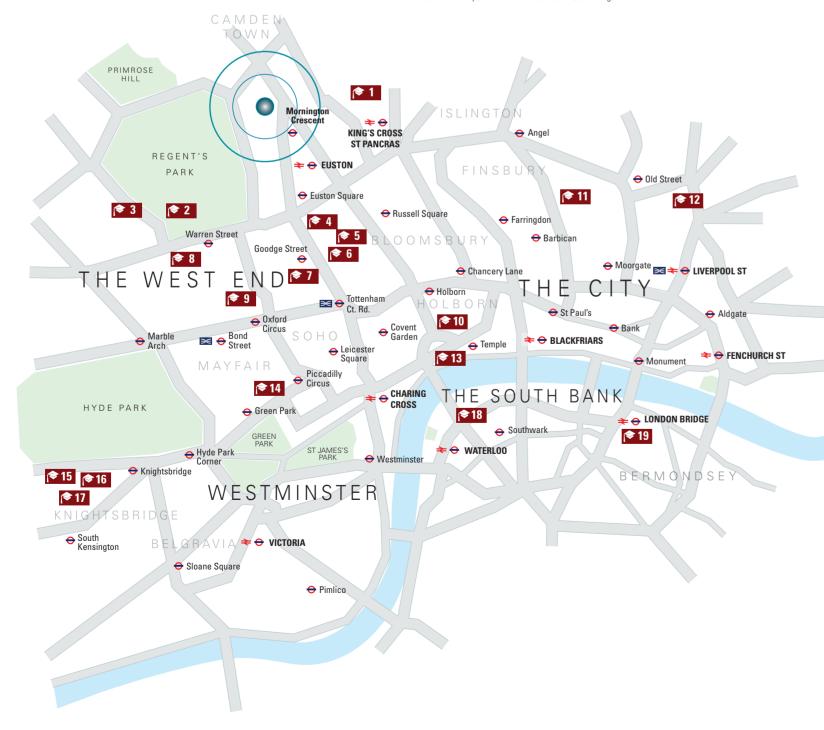
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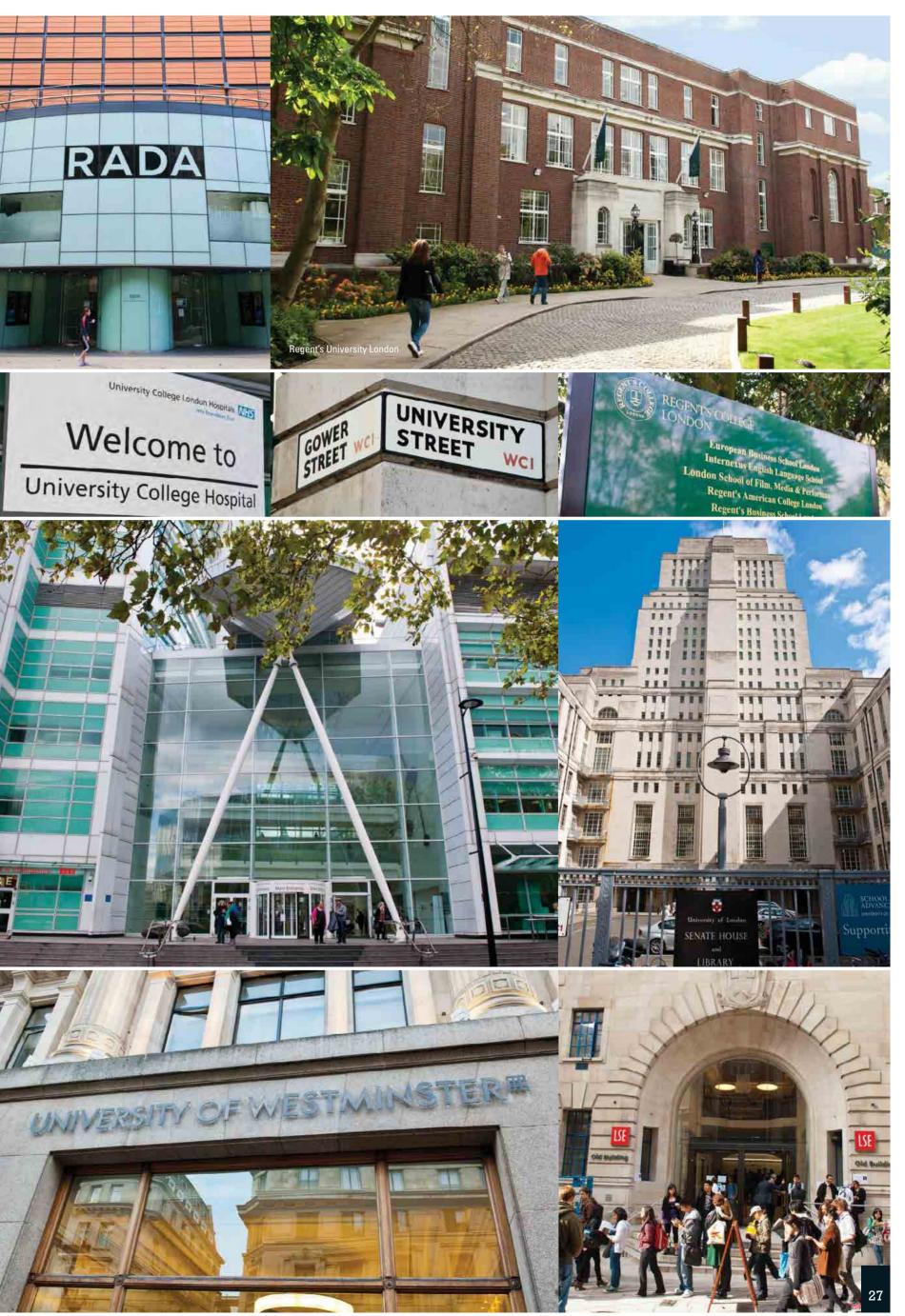
Luxury living amid one of the highest concentrations of universities in the world

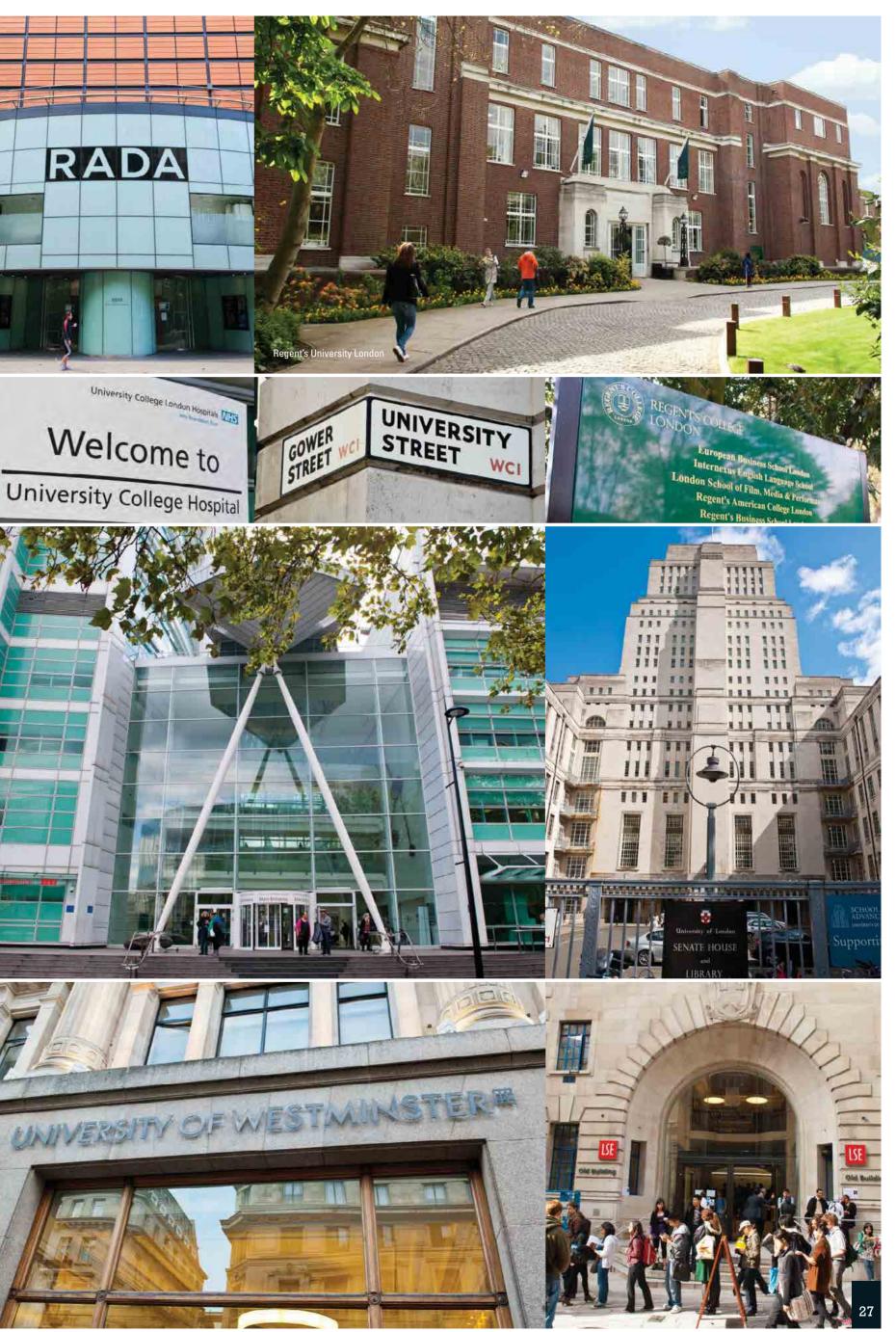
With a student population of some 400,000, the Capital needs little introduction as being a world class location for selective universities and higher educational institutions. The location of Euston Reach will ensure easy access by tube or foot to all of London's principal universities.

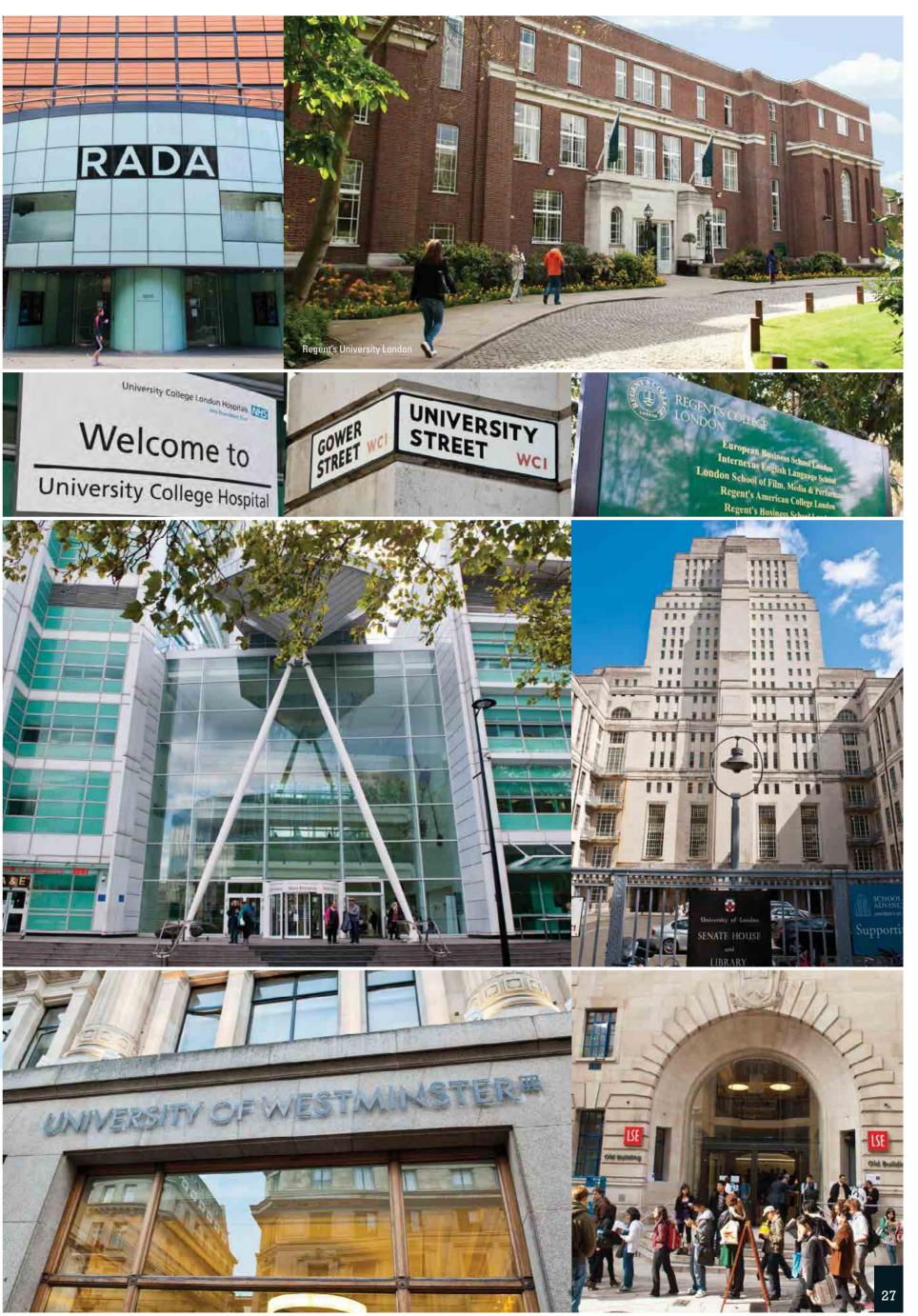
		↔
1	Central St Martin's College of Art & Design	7 mins
2	Regent's University London	18 mins
3	London Business School	18 mins
4	University College London (UCL)	5 mins
5	University of London	5 mins
6	Royal Academy of Dramatic Art	5 mins
7	University of Westminster (Cavendish)	5 mins
8	University of Westminster (Marylebone)	18 mins
9	University of Westminster (Regent Street)	9 mins
10	London School of Economics (LSE)	12 mins
11	City University	10 mins
12	UAL London College of Fashion	12 mins
13	King's College (Strand)	18 mins
14	Royal Academy of Arts	11 mins
15	Royal College of Art	19 mins
16	Imperial College London	19 mins
17	Royal College of Music	19 mins
18	King's College (Waterloo)	11 mins
19	King's College (Guy's)	19 mins

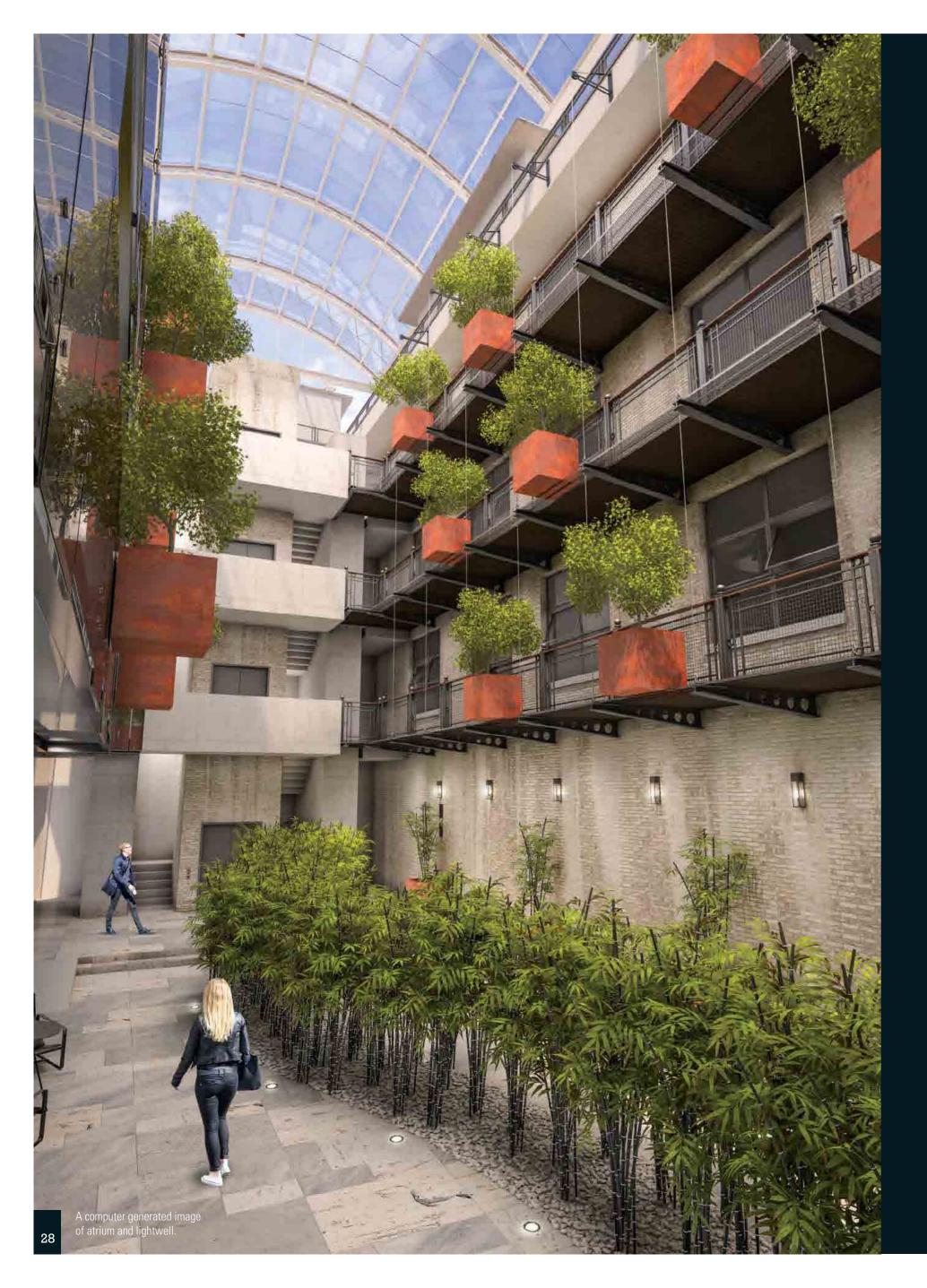
All journey times are from Mornington Crescent to the nearest tube station of each university or institution stated above. Source tfl.gov.uk.











EUSTON REACH THE DEVELOPMENT

Features include:

Interior design by award winning practice Rabih Hage.

An all private development of exclusive loft style apartments.

Choice of suites, 1 bed, 1 bed plus & 2 bedroom types.

Landmark building with striking art deco façade and retained warehouse type features.

Opulent entrance foyer with exposed brick and 'industrial' themed wall finishes.

Daytime concierge.

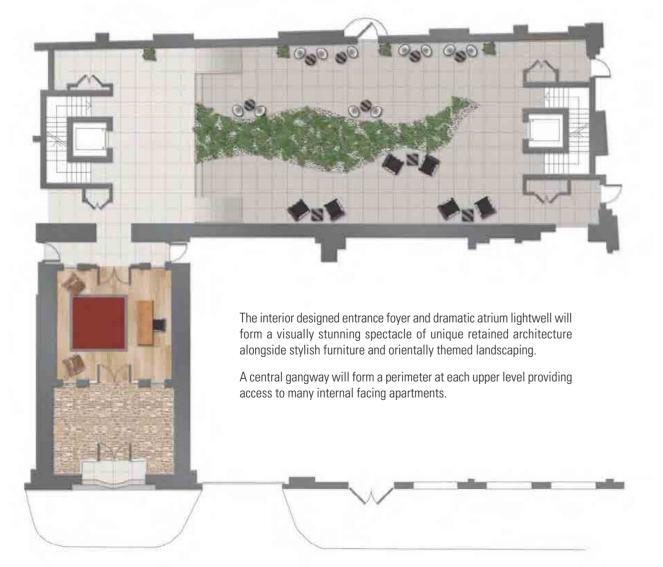
Magnificent 4 storey atrium lightwell with 'floating' planters at upper levels, feature oriental style planting and exposed wall finishes.

Luxurious apartment specifications with a fusion of classic 1930's overtones and contemporary finishes.

Two lifts serving each apartment level.

Secure cycle storage.





CARLOW STREET

Fourth floor not shown

301

3**26**

3**25**

3**24**

201

2**26**

2**25**

2**24**

2**23**

1**01**

1**26**

1**25**

1**24**

G**09**

G**02**

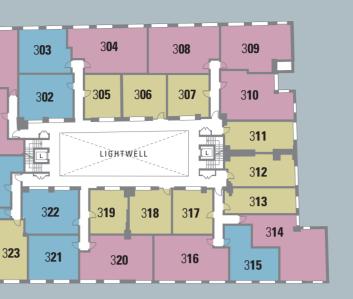
2**03**

2**02**

2**22**

2**21**

2**20**





214

215



3RD



216

G10 G10 G10 G03 G03 G04 G05 CARLOW STREET

GND

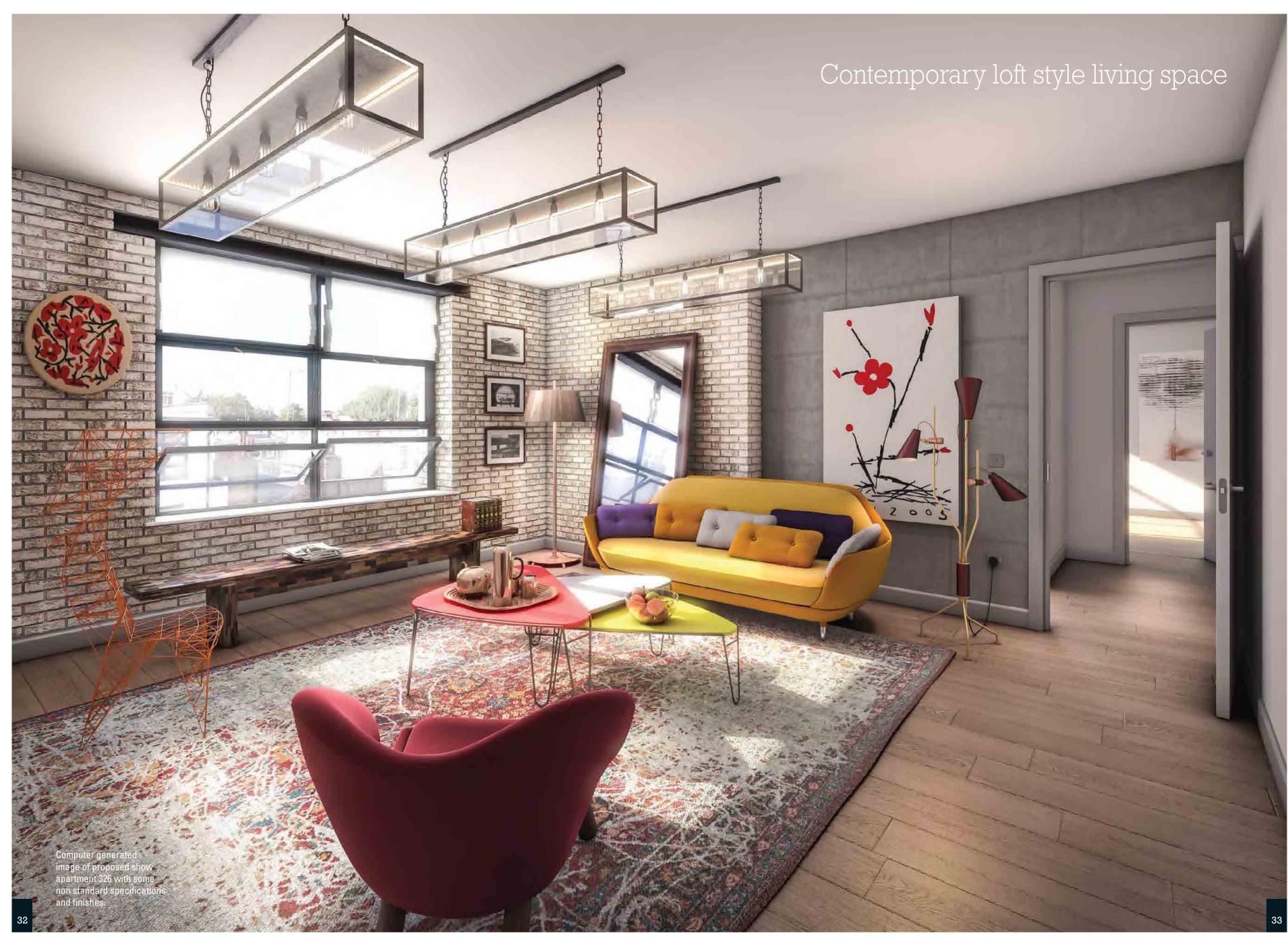


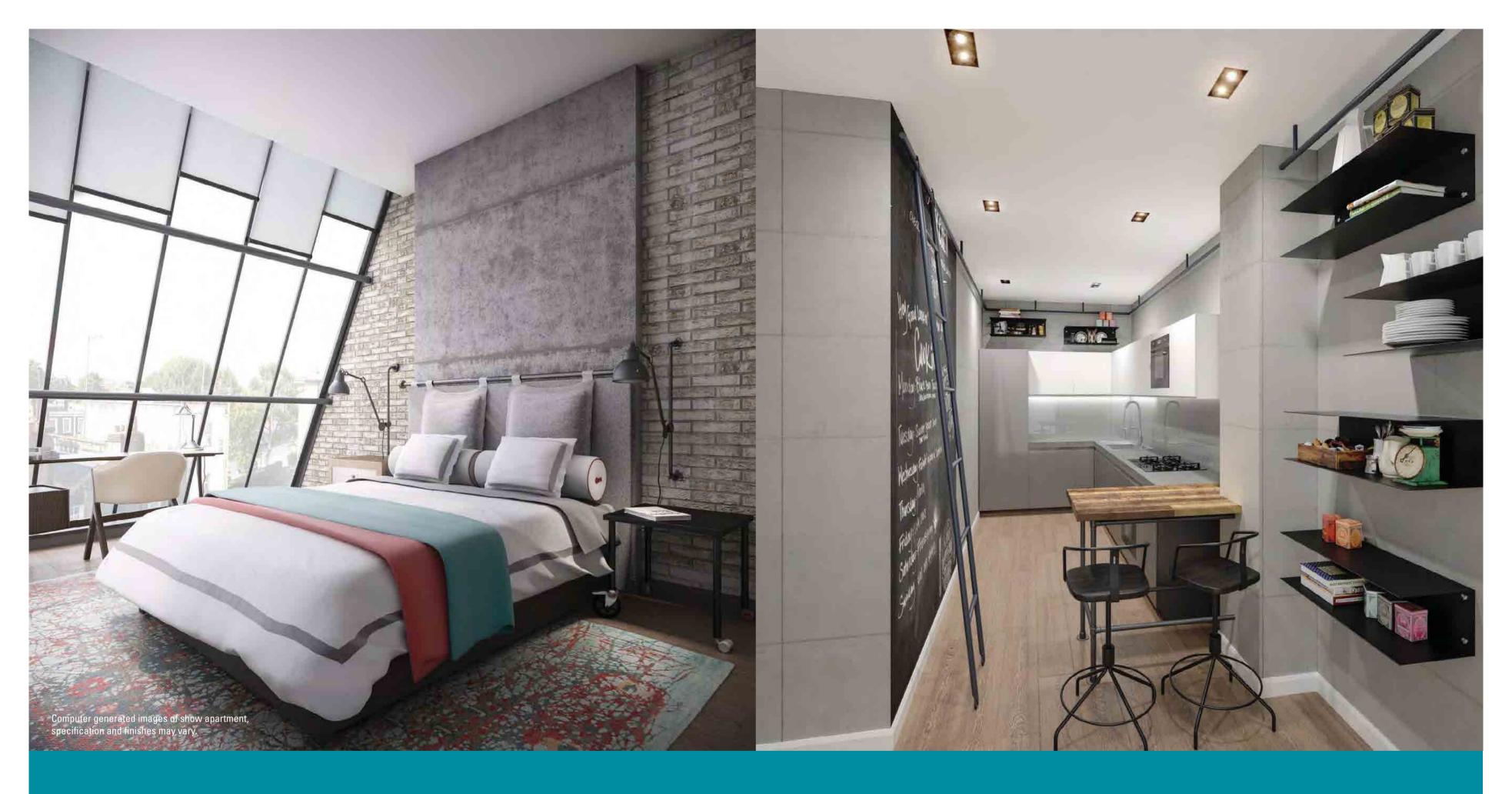
Suites
1 Bed & 1 Bed plus apartments
2 Bed apartments

The apartments at Euston Reach have been designed to maximise the use of natural light and space efficient interiors.

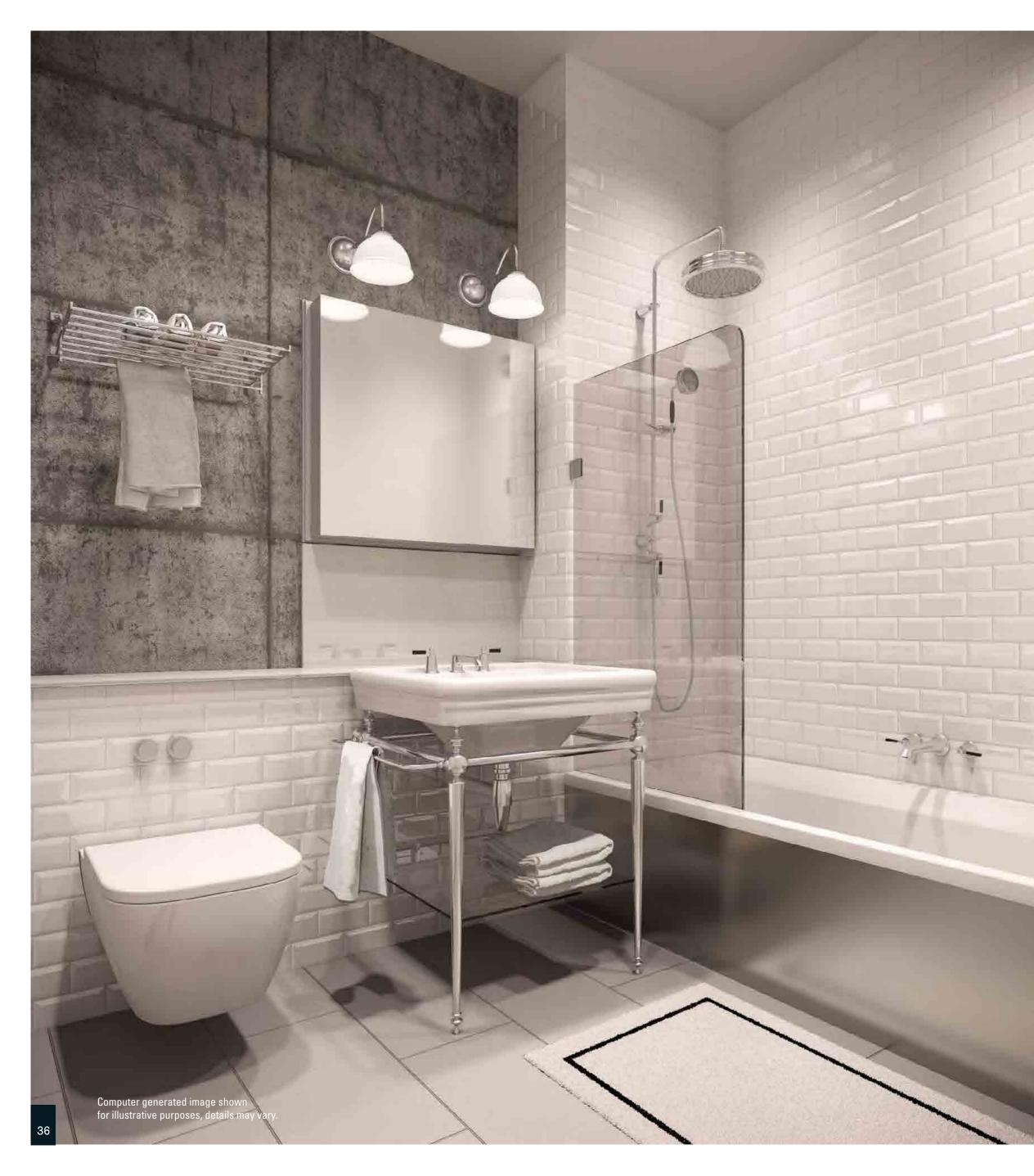
With internal areas ranging from suites of around 330 sqft to 2 bed apartments over 800 sqft, there is a choice of living space designed to surpass the expectations of the most discerning owner/occupier or investor.

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Sleek fittings in perfect harmony with character warehouse finishes.

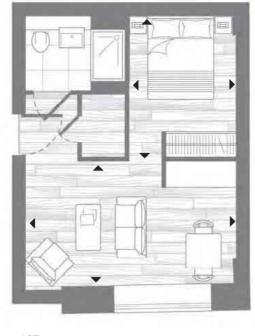


EUSTON REACH

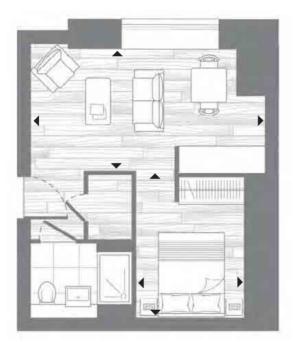
The fine art of classic luxury living.



123 Total area	34.4 sq.m.	370 sq.ft.
223 Total area	34.4 sq.m.	370 sq.ft.
323 Total area	34.8 sq.m.	375 sq.ft.
Living area	4.0 x 3.7m	13'0" x 12'1'
Bedroom area	4.0 x 2.6m	13′0″ x 8′6″



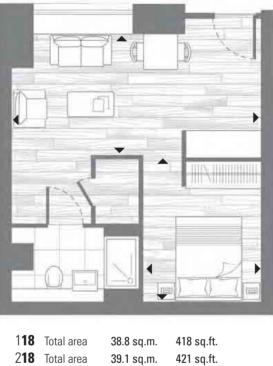
1 05	Total area	33.1 sq.m.	356 sq.ft.
2 05	Total area	33.5 sq.m.	361 sq.ft.
3 05	Total area	33.8 sq.m.	364 sq.ft.
Living		4.9 x 2.9m	16'0" x 9'6"
Bearo	om area	2.3 x 3.2m	7'6" x 10'5"



1 19 Total area	33.0 sq.m.	355 sq.ft.
219 Total area	33.5 sq.m.	361 sq.ft.
319 Total area	33.8 sq.m.	364 sq.ft.
Living area Bedroom area	5.6 x 2.9m 2.4 x 3.2m	18'3" x 9'6" 7'10" x 10'5"
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Living ar Bedroom



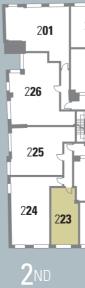
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Living a Bedroor





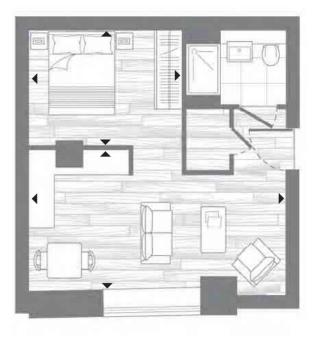




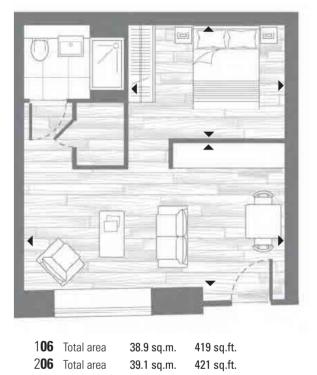


Total area	36.6 sq.m.	394 sq.ft.
Total area	36.8 sq.m.	396 sq.ft.
Total area	36.5 sq.m.	393 sq.ft.
area	5.7 x 3.5m	18'7" x 11'5"
m area	3.2 x 2.6m	10'5" x 8'6"

lotal aloa	oon oquin	in oquia
Total area	39.0 sq.m.	420 sq.ft.
area om area	6.6 x 3.2m 3.1 x 3.8m	21′9″ x 10′5″ 10′1″ x 12′5″



1 07	Total area	36.6 sq.m.	394 sq.ft.
2 07	Total area	36.8 sq.m.	396 sq.ft.
3 07	Total area	36.8 sq.m.	396 sq.ft.
Living		5.9 x 3.3m	19'3" x 10'9"
Bedro	om area	3.5 x 2.6m	11′5″ x 8′6″

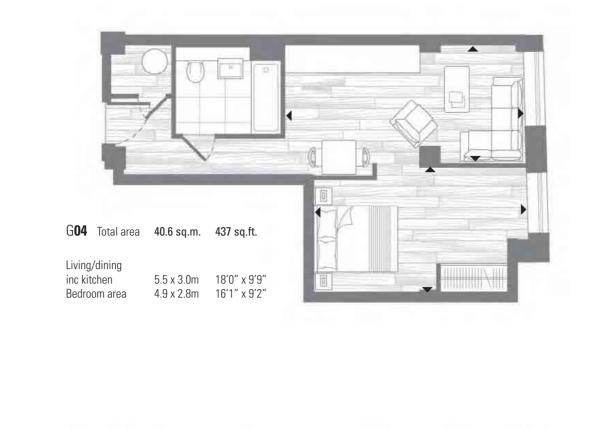


3 06 Total area	39.4 sq.m.	424 sq.ft.
Living area	5.9 x 3.4m	19'3" x 11'1"
Bedroom area	3.5 x 2.6m	11'5" x 8'6"











G 09	Total area	51.4 sq.m.	553 sq.ft.
inc kit	/dining chen om area	5.8 x 5.7m 4.8 x 2.4m	19'0" x 18'8" 15'9" x 7'10"





Suites

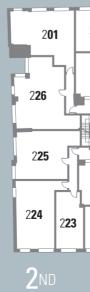
Living/dining

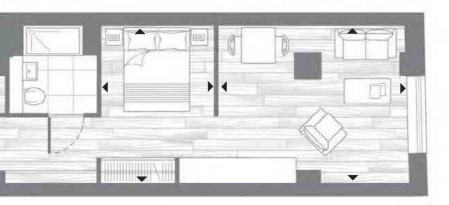
G**08** Total area **36.0 sq.m. 388 sq.ft**.

inc kitchen 3.2 x 5.0m 10'5" x 16'4" Bedroom area 3.2 x 2.8m 10'5" x 9'2"

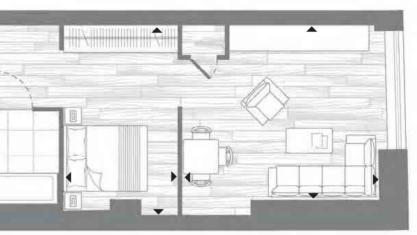




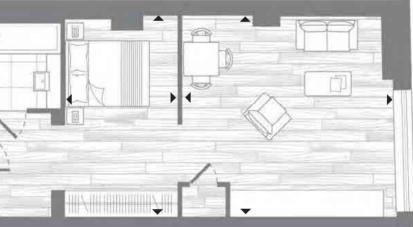




1 13	Total area	36.5 sq.m.	393 sq.ft.
2 13	Total area	36.8sq.m.	396 sq.ft.
3 13	Total area	36.6 sq.m.	394 sq.ft.
Living		4.4 x 3.6m	14'4" x 11'9"
Bedroom area		3.6 x 2.6m	11′9″ x 8′6″



211	Total area	41.5 sq.m.	447 sq.ft.
	Total area	41.6 sq.m.	448 sq.ft.
	Total area	42.6 sq.m.	459 sq.ft.
	g area	4.6 x 4.2m	15'0" x 13'8"
	oom area	2.6 x 4.3m	8'6" x 14'0"



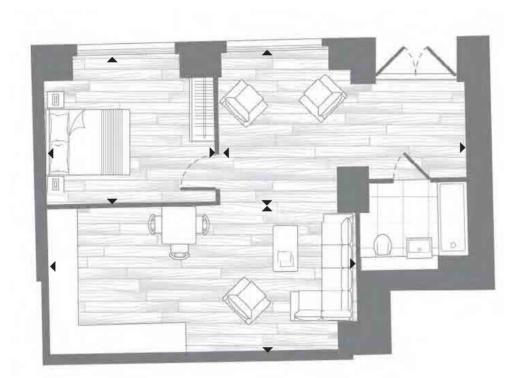
2 12	Total area	45.1 sq.m.	485 sq.ft.
	Total area	44.7 sq.m.	481 sq.ft.
	Total area	44.7 sq.m.	481 sq.ft.
	g area	4.9 x 4.6m	16'0" x 15'0"
	oom area	2.6 x 4.6m	8'6" x 15'0"



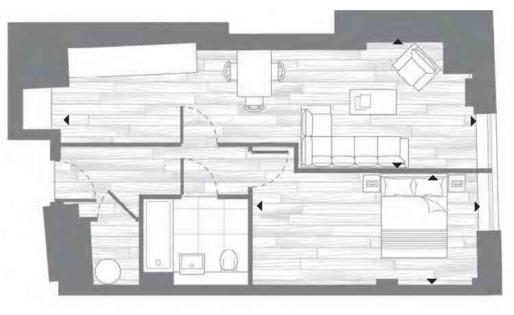




2 21	Total area	45.7 sq.m.	492 sq.ft.
	Total area	45.7 sq.m.	492 sq.ft.
	Total area	46.6 sq.m.	502 sq.ft.
Living/dining inc kitchen Bedroom		6.3 x 3.3m 3.6 x 3.2m	20'7" x 10'9" 11'9" x 10'5"



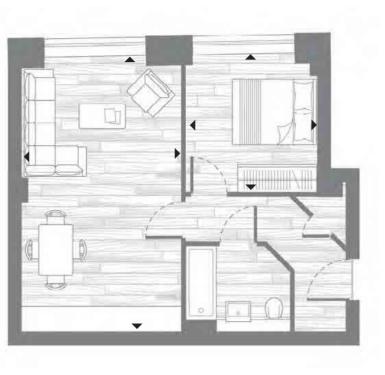
G10 Total area	58.5 sq.m.	630 sq.ft.
Living/dining inc kitchen Reception area Bedroom	7.0 x 3.4m 5.7 x 3.5m 3.8 x 3.5m	22'10" x 11'2" 18'8" x 11'6" 12'6" x 11'6"











1 03	Total area	43.9 sq.m.	473 sq.ft.
2 03	Total area	44.7 sq.m.	481 sq.ft.
3 03	Total area	45.4 sq.m.	489 sq.ft.
	g/dining itchen com	3.6 x 6.2m 3.0 x 3.0m	11'9" x 20'3" 9'9" x 9'9"

G 03 Total	l area	52.3 sq.	m.	563 s	q.ft.
Living/dinin	g			#	
inc kitchen		9.7 x 2.8	ßm	31'9"	x 9′2″
Bedroom		5.1 x 2.5	im	16'8"	x 8′2″



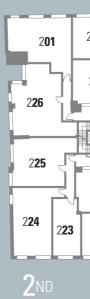




G 06 Total area	47.4 sq.m.	510 sq.ft.
Living/dining inc kitchen Bedroom	6.3 x 3.2m 3.2 x 3.2m	20'7" x 10'6" 10'6" x 10'6"







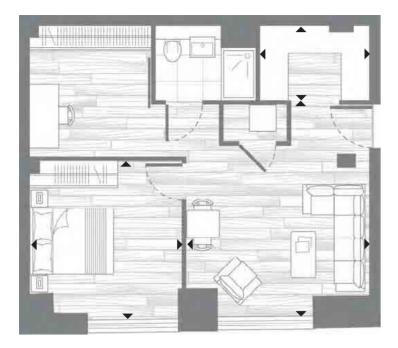


G 07 Total area	44.5 sq.m.	479 sq.ft.
Living/dining inc kitchen Bedroom Store	3.2 x 5.1m 2.5 x 4.4m 1.5 x 1.1m	10'6" x 16'8" 8'2" x 14'4" 4'11" x 3'6"

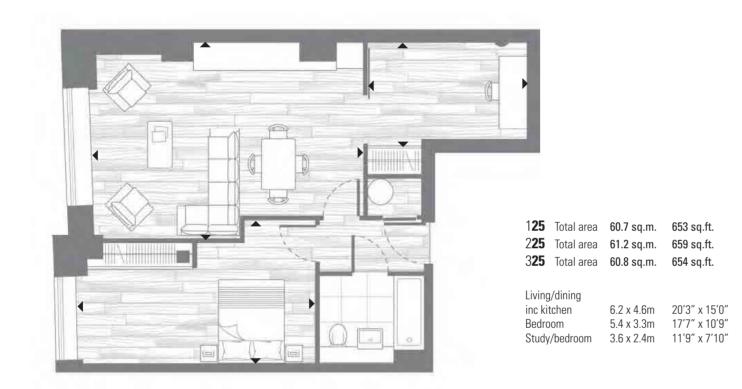








102Total area202Total area302Total area	50.8 sq.m. 51.0 sq.m. 50.9 sq.m.	547 sq.ft. 549 sq.ft. 548 sq.ft.
Living/dining	4.2 x 4.9m	13'8" x 16'0"
Kitchen area	2.5 x 1.7m	8'2" x 5'7"
Bedroom	3.5 x 3.6m	11'6" x 11'9"
Study/Bedroom	2.7 x 2.4m	9'6" x 7'10"

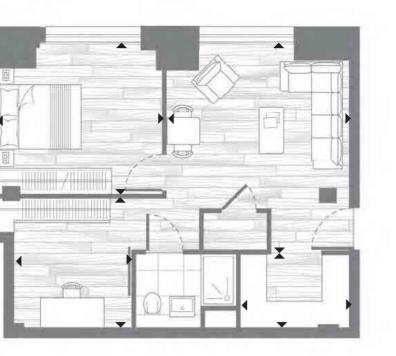


1 bed plus apartments









122Total area222Total area322Total area	51.3 sq.m. 51.3 sq.m. 51.2 sq.m.	552 sq.ft. 552 sq.ft. 551 sq.ft.
Living/dining	4.2 x 4.9m	13'8" x 16'0"
Kitchen	2.5 x 1.7m	8'2" x 5'7"
Bedroom	3.8 x 3.5m	12'6" x 11'6"
Study/Bedroom	2.7 x 3.0m	9'6" x 9'9"



2 24	Total area	61.4 sq.m.	661 sq.ft.*
	Total area	62.3 sq.m.	671 sq.ft.*
	Total area	61.0 sq.m.	657 sq.ft.*
inc ki Bedro	g/dining tchen bom ı/Bedroom	5.7 x 4.9m 4.4 x 2.8m 2.3 x 3.2m	18′8″ x 16′0″ 14′4″ x 9′2″ 7′6″ x 10′5″









	1 20	Total area	60.8 sq.m.	654 sq.ft.
	2 20	Total area	60.7 sq.m.	653 sq.ft.
	3 20	Total area	62.0 sq.m.	667 sq.ft.
	Living	J/dining		
	inc kit	tchen	4.0 x 6.5m	13'0" x 21'2"
Master bedroom		er bedroom	3.2 x 3.2m	10'5" x 10'5"
	Bedro	oom 2	3.0 x 3.2m	9'9" x 10'5"



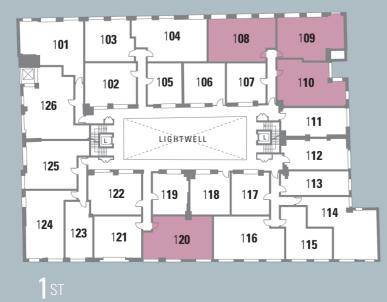
1 10	Total area	60.5 sq.m.	651 sq.ft.
2 10	Total area	60.3 sq.m.	649 sq.ft.
3 10	Total area	62.7 sq.m.	675 sq.ft.
Living/dining inc kitchen Master bedroom		5.9 x 3.7m 3.8 x 2.8m	19'3" x 12'1" 12'5" x 9'2"

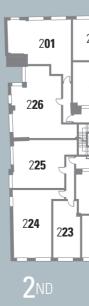
2.6 x 3.4m 8'6" x 11'1"

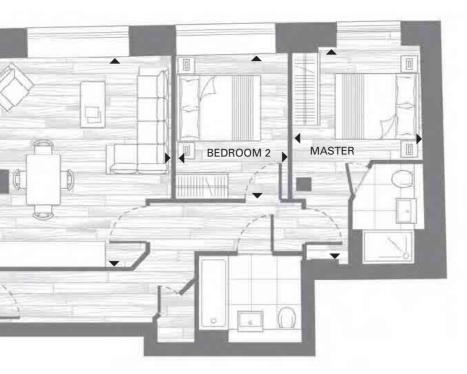


2 bed apartments









1 09	Total area	59.2 sq.m.	637 sq.ft.*
2 09	Total area	60.1 sq.m.	647 sq.ft.*
3 09	Total area	60.8 sq.m.	654 sq.ft.*
inc ki Mast	g/dining tchen er bedroom oom 2	4.3 x 4.9m 3.0 x 4.8m 2.6 x 3.4m	14'0" x 16'0" 9'9" x 15'8" 8'6" x 11'1"

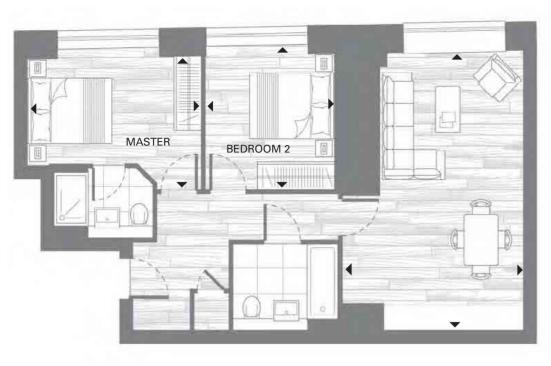
* Subject to planning changes.



1 08	Total area	63.5 sq.m.	684 sq.ft.
2 08	Total area	64.8 sq.m.	698 sq.ft.
3 08	Total area	65.9 sq.m.	709 sq.ft.
Living	dining		
Living/dining inc kitchen		3.4 x 6.6m	11′1″ x 21′6″
Master bedroom		3.4 x 3.3m	11′1″ x 10′9″
Bedroom 2		3.1 x 3.3m	10'1" x 10'9"







204	Total area	64.1 sq.m.	690 sq.ft.
	Total area	65.6 sq.m.	706 sq.ft.
	Total area	67.2 sq.m.	723 sq.ft.
inc ki Mast	g/dining tchen er bedroom oom 2	4.1 x 6.5m 4.0 x 3.1m 2.9 x 3.2m	13'4" x 21'2" 13'0" x 10'1" 9'6" x 10'5"

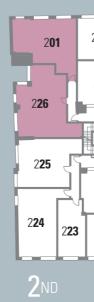


1 01	Total area	69.2 sq.m.	745 sq.ft.
2 01	Total area	70.7 sq.m.	761 sq.ft.
3 01	Total area	70.8 sq.m.	762 sq.ft.
Living/dining		3.7 x 4.8m	12'2" x 15'9"
Kitchen		3.3 x 1.8m	10'9" x 5'10"
Master bedroom		4.8 x 2.6m	15′9″ x 8′6″
Bedroom 2		3.5 x 3.1m	11'5" x 10'2"



















1 16	Total area	65.0 sq.m.	700 sq.ft.
216	Total area	65.2 sq.m.	702 sq.ft.
316	Total area	65.1 sq.m.	701 sq.ft.
inc kit	er bedroom	3.9 x 6.5m 3.5 x 3.3m 3.1 x 3.3m	12'8" x 21'2" 11'5" x 10'9" 10'1" x 10'9"







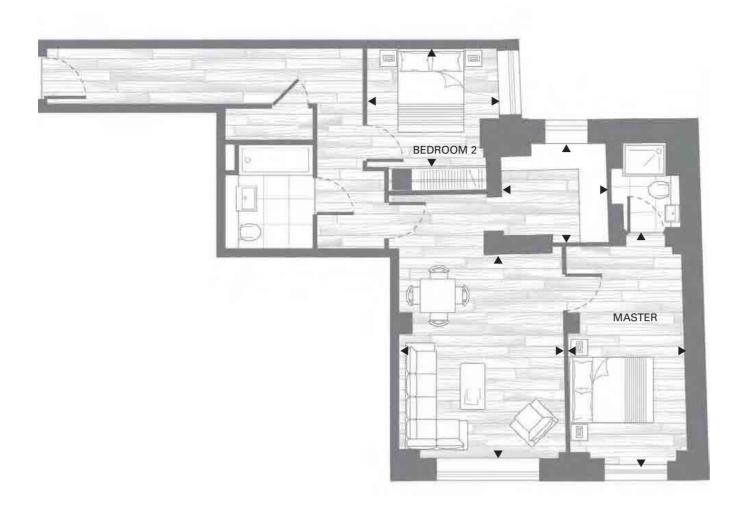




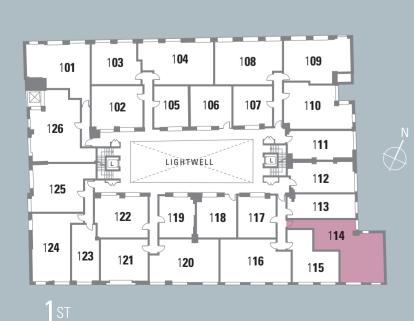
G 02 Total area	85.8 sq.m.	924 sq.ft.
Living/dining		
inc kitchen	7.9 x 4.1m	25'10" x 13'4'
Hall	6.1 x 2.0m	20'0" x 6'6"
Master bedroom	4.5 x 3.4m	14'8" x 11'2"
Bedroom 2	2.3 x 3.2m	7'6" x 10'6"

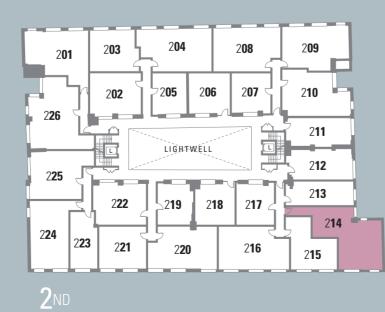






114Total area214Total area314Total area	74.1 sq.m. 74.6 sq.m. 72.7 sq.m.	798 sq.ft. 803 sq.ft. 783 sq.ft.
Living/dining	3.7 x 4.6m	12'2" x 15'0"
Kitchen area	2.4 x 2.3m	7'10" x 7'6"
Master bedroom	2.7 x 5.3m	8'10" x 17'4"
Bedroom 2	3.0 x 2.7m	9'9" x 8'10"

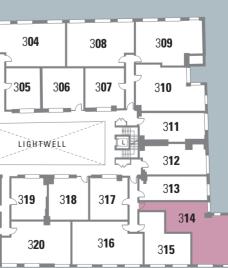


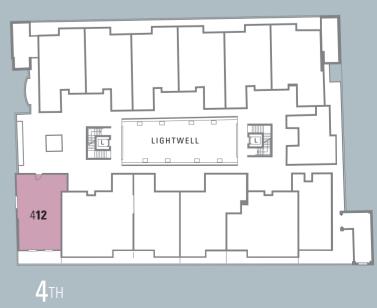






	52.0 54.11.	500 54.11.
Living/dining	6.3 x 4.7m	20'7" x 15'4"
Master Bedroom	4.0 x 2.6m	13′0″ x 8′6″
Bedroom 2	3.5 x 3.0m	11′5″ x 9′9″







Specification

GENERAL SPECIFICATION

- Walls & ceilings in brilliant white matt finish.
- Matt finish door linings, skirtings and architraves.
- One strip hardwood engineered flooring to principal rooms (living/dining, kitchen area and bedrooms).
- Polished chrome door furniture.
- Brushed metal finish switch and socket plates.
- Thermostatically controlled central heating to living rooms and bedrooms.
- Recessed LED low energy downlighting.
- Satellite, terrestrial TV and telephone sockets to living rooms and bedrooms.
- Sky+ TV to living/dining area.
- All aerial sockets connected to receive terrestrial and digital channels.
- Dimmer switches to living room & all bedroom lighting.
- Double glazing throughout.

HALLWAY

• One strip hardwood engineered flooring.

KITCHEN

- One strip hardwood engineered flooring.
- Dark grey matt finish to base units with white matt to upper units, all with concealed handles.
- Smoke grey stone worktop with white glass splashbacks.
- Smeg integrated appliances to include:
- single low level oven.
- built in microwave.
- 5 ring ceramic hob with hood.
- Washer/dryer*, dishwasher & fridge/freezer.
- Low energy underlighting to wall units.
- Stainless steel 1½ bowl undermounted sink and grooved worktop drainer.
- Centralised appliance switch panel.

BEDROOMS

- One strip hardwood engineered flooring.
- Full height wardrobes to all bedrooms.

GENERAL BATHROOM & EN-SUITE

- White bathroom suite with steel bath, back to wall WC and period style feature basin.
- Large format porcelain floor tiles.
- High gloss white wall tiles.
- Under floor warming.
- Clear glass frameless bath screen and/or shower enclosure.
- Concealed plumbing with reconstituted stone vanity top.
- Paint finished cabinetry with mirrored door, white glass splashback and feature lighting.
- Polished metal shaver socket.
- Chrome plated taps, bottle trap, dual flush cistern plate, thermostatic bath filler/shower mixer, shower rail and handset.
- Chrome plated electric heated towel rail.

SECURITY

• Video entry phone system to each apartment.

COMMUNAL AREAS

- Opulent interior designed stone tile and timber floor entrance foyer.
- 4 storey landscaped atrium lightwell.
- Secure cycle storage.
- Carpeted upper lift lobbies.
- Feature gangway at each upper apartment level.
- * Washer/dryer may be free standing where located in services cupboard.



DEVELOPMENT PARTNERS

PRINCETON PROPERTY PARTNERS







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