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
The perfect location for London living
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.
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.
A new major growth zone for London

900 metres (7 minutes) from Euston Reach

- 67 acres of regeneration
- 26 acres of open space
- 50 new buildings
- 20 new streets
- 10 new public squares
- New office, retail, leisure and residential space
- 30,000 people by 2016
- Brand new postcode N1C

King’s Cross is currently the largest area of urban redevelopment in Europe and is set to deliver a brand new District with a stunning array of canal-side settings, venues, leisure, arts and cultural landmarks. A dazzling new spectacle deceptively close to Euston Reach.
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.
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 Garden, 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.
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 Park.

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.

Seven minutes from international travel

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

By Underground

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

By Mainline

Residents at Euston Reach will be minutes from both inter city travel and direct Capital connections at Baker 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 East Dubrovnik, in summer from 09.15 and every 2.30 hours for Brussels Midi/Zuid stations 13 for 36 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. All peak service times, up to 10 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 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.

Euston Reach will provide an exceptional base for fast and convenient domestic and international travel.

Scheduled to be operating from 2018, Crossrail will transform travel across the metropolis, with its nearest interchange at Tottenham Court Road being just 5 minutes direct on the tube from Mornington Crescent and Euston Reach.
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
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.
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.
Computer generated image of proposed apartment 326 with some non-standard specifications and finishes.

Contemporary loft style living space
Sleek fittings in perfect harmony with character warehouse finishes.

Computer generated images & show apartments. Specifications & finishes may vary.
EUSTON REACH

The fine art of classic luxury living.
Apartment plans are intended to be correct, precise details may vary. Room dimensions are approximate and indicate maximum achievable, total areas are accurate to within 5%.
Suites

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1 bed apartments

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1 bed apartments

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1 bed plus apartments

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**2 bed apartments**

Apartment plans are intended to be correct, precise details may vary. Room dimensions are approximate and indicate maximum achievable, total areas are accurate to within 5%.

- **120** Total area: 68.8 sq.m. | 664 sq.ft.
- **200** Total area: 68.3 sq.m. | 663 sq.ft.
- **201** Total area: 68.8 sq.m. | 667 sq.ft.

**Living/dining inc kitchen**:
- 4.0 x 6.5m | 13'0" x 21'2"
- 3.2 x 3.2m | 10'5" x 10'5"
- 3.0 x 3.2m | 9'9" x 10'5"

**Living/dining inc kitchen**:
- 5.9 x 3.7m | 19'3" x 12'1"
- 3.8 x 2.8m | 12'5" x 9'2"
- 2.6 x 3.4m | 8'6" x 11'1"

**Total area**:
- 60.5 sq.m. | 651 sq.ft.
- 60.3 sq.m. | 649 sq.ft.
- 62.7 sq.m. | 675 sq.ft.

* Subject to planning changes.
2 bed apartments

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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.
  - S/Steel 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.