



LEONARD STREET
SHOREDITCH

LEONARD STREET, SHOREDITCH

Vibrant, energetic, edgy, real, alive, motivating and fun. Just a few of the adjectives describing Shoreditch - THE part of London where it's all happening.

This exciting enclave attracts intelligent, creative people, all contributing their vision of the future. And now there's an opportunity for you to be part of it.

Leonard Street, Shoreditch has been created by London Square, a new and exciting development company committed to building quality homes in places where people aspire to live. As with every London Square project, this location has been carefully sourced after considerable research.

Set apart from the hustle and bustle of the immediate area, Leonard Street is still within just 5 minutes walk of Hoxton Square. You could be sipping tea in the Hoxton Hotel, wandering around the Saatchi affiliated gallery 'The Cube' or maybe just choosing a quiet restaurant for later that day.

Leonard Street is somewhere where you can live, work and play. The world is on your doorstep.

You'll find lawyers, bankers, brokers, poets, artists, entrepreneurs and restaurateurs here, and all with one affinity. Leonard Street, Shoreditch. Right where it's at.



'I truly love this area. It has a kind and friendly atmosphere and is full of inspiring people and places. Everything I need is right here on my doorstep. It has to be the best place to live in London!'

A local resident

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SHOREDITCH



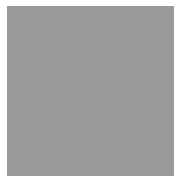
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LEONARD STREET
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LONDON SQUARE, LEONARD STREET, SHOREDITCH

CANARY WHARF

BROADGATE
TOWER

LEONARD STREET
SHOREDITCH





HERON
TOWER

THE
GHERKIN

TOWER 42

THE SHARD





THE CITY

The City of London is no more than a stone's throw from Leonard Street, at the very heart of the Capital.

This illustrious Square Mile is one of the major power houses of the world's economy and is often seen as a benchmark of all things globally financial.

Banking colossuses stand with architectural elegance side by side to a dynamic collection of the world's largest law firms such as Slaughter & May, Linklaters and Clifford Chance, whilst in dramatic contrast both Smithfields and Leadenhall Market trade in fresh food as the sun rises over a sparkling, statuesque Gherkin Building.

The City is opulent. It's ancient history reflects in the shimmering windows of the towering pillars that look down upon the architecture and monuments of Portland Stone, designed and created by the City's forefathers. You can almost feel the depth of time as you walk these ancient causeways of London. Streets that have seen fire, flood and deprivation as well as stoicism, celebration and unity.

SHOREDITCH. WHERE THE CITY COMES ALIVE.

If The City is the formally dressed older brother, then Shoreditch would be the vivacious, teenage younger sister. Two different personalities, both living side by side and both very much related.

The dazzling neon signs flicker in cyan blues and vibrant pinks symbolising the exciting, young and creative atmosphere that buzzes like electricity through the streets of Shoreditch.

Before the sun comes up the markets are already wide awake, selling and buying fresh produce to be presented and sold again that same day. And when the sun goes down, another part of the personality comes to life in the shape of glittering bars, pubs, clubs and restaurants - where the city comes alive.

In amongst all of this lies London Square, Leonard Street, Shoreditch, a beautifully designed collection of forty two one and two bedroom apartments, crowned with three superb penthouses, all overlooking the magnificent London cityscape.





View from the top floor of Leonard Street, Shoreditch



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THE LOCALITY

Shoreditch, the most exciting, up-and-coming area of London. Leonard Street is in the perfect location.

When it comes to choosing a restaurant it might be the fine Iberian cuisine of Eyre Brothers or the classic Americana of Hoxton Grill - there are just so many places to go, all on your doorstep and all with disparate themes and styles. A broad and entertaining spectrum of culinary delights.

This is universal food. A variety of choice from menus from across the world, all within close proximity of home.

Shoreditch is a hub of spectacular creativity and this is reflected in the bars, pubs, clubs and restaurants as well as the visual appearance of the colourful and complex labyrinth of narrow streets. Art and creativity underpin the entire environment - and it is contagious. A portrait in a Cubist style stares back at you from behind a Victorian shop window. Exciting and expressive artwork and sculptures adorn the large white rooms of the White Cube Gallery in Hoxton Square. Images that selflessly contribute to your own thoughts and inspiration.



THE NIGHTLIFE

When the sun goes down the lights of Shoreditch illuminate the narrow streets revealing bustling restaurants, bars, clubs and, of course, the traditional London pubs. There's vibrancy in the air. So many places to go, things to do.

You could start with a meal and the choice of a huge variety of restaurants and culinary styles, all within a short walk of your apartment. After that, perhaps call in to one of the many welcoming local pubs and enjoy some live music from an exciting new, up and coming performer. Shoreditch is a hotbed of new talent across all aspects of the arts.

The night is still young. Bright lights, music and dance beckon. Where Tabernacle Street meets Leonard Street you'll find McQueen's, an acclaimed bar, restaurant and club that features major DJ artists such as Seb Fontaine. Just a short distance away in Leonard Street, is the highly rated Book Club with a wall to wall programme of events covering contemporary art, performance and music throughout the day and night.

Shoreditch. A place that never runs out of ideas.

LOCAL PEOPLE

The local people of Shoreditch are the heart and soul of this magical location. You find artists, writers and poets enjoying the same enriching space as City financiers, restaurateurs, shop keepers and fitness enthusiasts, all with the same love for the area.

David - Owner of Eyre Brothers Restaurant

'I was attracted to the London yellow brick stock buildings, which in the past were full of furniture factories and printing works. It is also very dynamic. I've been here more than a dozen years now, and year by year the area changes. When I first arrived nothing much was going on. Now it is buzzing!'

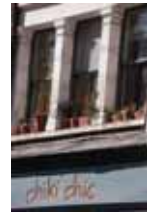
Ridhi - Gym Director at Ultimate Performance

'Ultimate Performance is widely regarded as the leading results based personal training company in the UK. We've got celebrity clients, and have also won loads of awards in both the fitness and mainstream press. This isn't personal training as you know it, more like lifestyle coaching on your doorstep, to give you a more beautiful and active body!'

Lizzie - Manager at Start Fashion

'As an ex model and fashion designer I could not live and work in a better place. It matches my personality, dreams and desires. I am lucky to live around the corner from my job in this thriving, energetic part of the City. There is a sense of optimism, and an exciting edginess. You just can't describe it unless you're a part of it.'

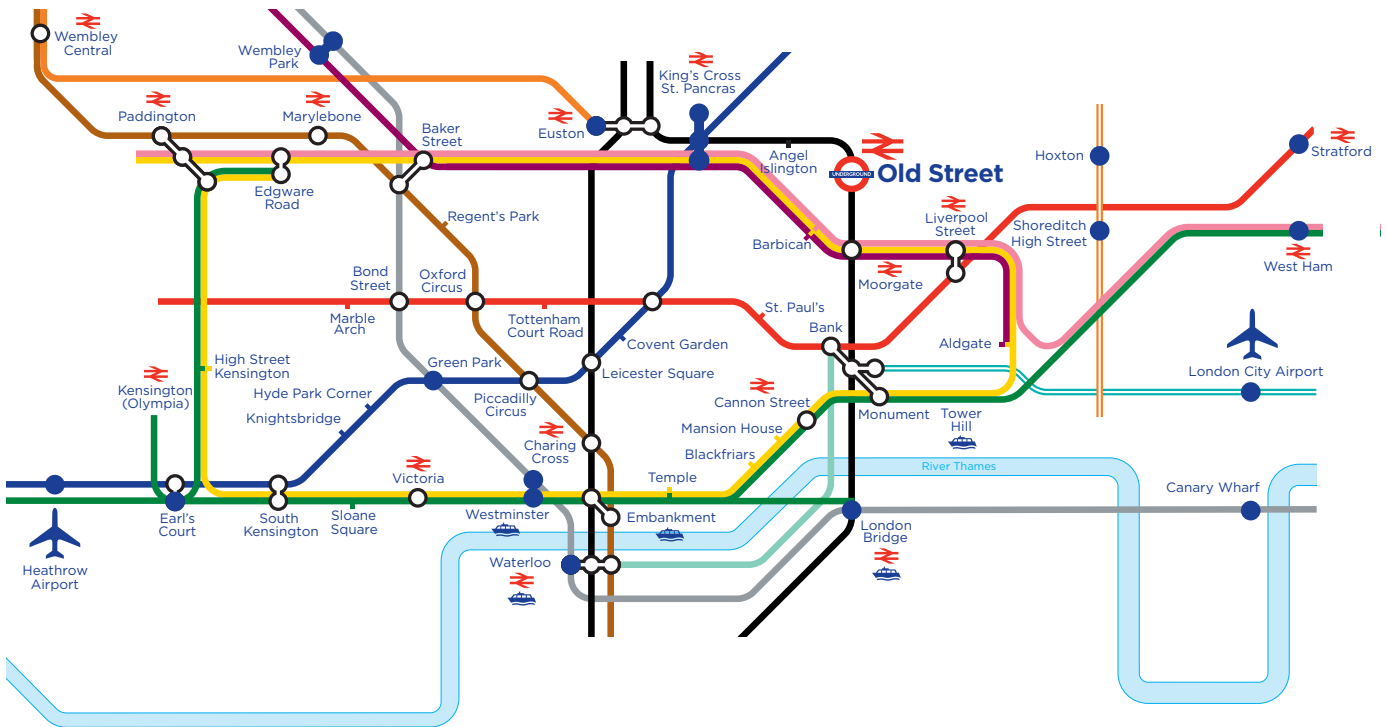






DISTANCES ACROSS LONDON FROM OLD STREET UNDERGROUND STATION

(150m from Leonard Street)



London Liverpool St
(0.6 miles) 13 minutes

Bank Station
(0.9 miles) 9 minutes

Tate Modern
(1.6 miles) 24 minutes

King's Cross
St Pancras International
(1.9 miles) 15 minutes

Covent Garden
(2.3 miles) 22 minutes

Waterloo
(2.4 miles) 20 minutes

West End
(3.0 miles) 20 minutes

Leicester Square
(3.0 miles) 26 minutes

Bond Street
(3.1 miles) 24 minutes

Canary Wharf
(3.6 miles) 25 minutes

Harrods
(4.2 miles) 34 minutes

London City Airport
(6.8 miles) 38 minutes

Sloane Square
(top of Kings Road)
(5.5 miles) 40 minutes

Heathrow Airport
(20.0 miles) 72 minutes

- Key to lines
- Bakerloo
 - Central
 - Circle
 - District
 - Hammersmith & City
 - Jubilee
 - Metropolitan
 - Northern
 - Piccadilly
 - Waterloo & City
 - DLR
 - London Overground



EDUCATION

Shoreditch is in the perfect location to access an impressive list of leading universities, colleges and music, art and drama schools.

1 University College London

Gower Street, London WC1E 6BT - **6 mins from Old Street Station to Euston Station then a 9 min walk**

2 Imperial College London

(science, engineering, management and medicine)
Exhibition Road, London SW7 2AZ - **28 mins from Old Street Station to South Kensington then a 7 min walk**

3 London School of Economics and Political Science

(social, economic, and political sciences)
10 Portugal Street, London WC2A 2HD - **15 mins from Old Street Station to Holborn and an 8 min walk**

4 King's College London

(One of England's oldest universities ranked among the world's top 25)
57 Waterloo Road, Southwark, City of London SE1 8UB - **12 mins from Old Street Station to Temple then a 5 min walk**

5 London South Bank University

(health and social care, business and computing, arts, humanities and engineering)
103 Borough Road, City of London SE1 0AA - **11 mins from Old Street Station to Elephant and Castle Station and a 5 min walk**

6 University of East London

(One of the UK's most diverse, fast growing universities)
Docklands Business Units, University of East London, 4 University Way, London E16 2RD - **22 mins from Old Street Station to Cyprus Station then a 2 min walk**

7 London Metropolitan University

(A leading provider of undergraduate, postgraduate, professional and vocational education and training)
166-220 Holloway Road, London, N7 8DB - **24 mins from Old Street Station to Holloway Road Station and a 1 min walk**

8 Queen Mary University of London

(specialises in mathematics, physics, fashion and media)
Mile End Road, London E1 4NS - **19 mins from Old Street Station to Whitechapel Station then a 3 min walk**

9 London School of Business and Finance

8-9 Holborn, London EC1N 2LL - **14 mins from Old Street Station to Bank Station then a 1 min walk**

10 University of Westminster

(one of the UK's leading research focused higher education institutions, delivering world class degree programmes)
309 Regent Street, Westminster, London W1B 2UW - **22 mins from Old Street Station to Paddington Station then a 4 min walk**

11 University of Arts, London

65 Davies Street, London W1K 5DA - **15 mins from Old Street Station to Holborn then a 4 min walk**

12 City University of London

(arts, science, social science and business studies)
Northampton Square, London EC1V 0HB - **6 mins from Old Street Station to Angel then a 10 min walk**

13 Guildhall School of Music and Drama

Barbican, Silk Street, City of London EC2Y 8DT - **2 mins from Old Street Station to Moorgate then a 7 min walk**

14 Barts and the London School of Medicine and Dentistry

Garrod Building, Turner Street, Whitechapel, London E1 2AD - **18 mins from Old Street Station to Whitechapel Station and then a 5 min walk**





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THE APARTMENTS

LEONARD STREET, SHOREDITCH

Leonard Street, Shoreditch is a new mixed-use development by London Square, designed by award-winning architects Allford Hall Monaghan Morris.

The façade to Leonard Street has an elegant simplicity, its material palette consisting of artisan bricks and high quality composite windows.

The south façade that overlooks a private courtyard is more playful, with projecting balconies that afford magnificent views over the City of London. It is crowned by a cantilevered form that expresses the penthouse levels.

The penthouses are dual aspect with expansive open-plan living space that extends out on to a private landscaped terrace.





Computer generated impression
of 8th floor terrace





Computer generated impressions

LONDON SQUARE. SPECIFICATION LIKE NO OTHER.

Leonard Street, Shoreditch offers a choice of apartments and penthouses, all finished to an exceptionally high standard, combining quality, contemporary design and meticulous attention to detail. From the granite floor of the reception area to the hardwood flooring in individual apartments, no detail is overlooked, right down to the choice of the stainless steel handles on the over-sized doors.

The fully fitted luxury kitchens with a contemporary aesthetic combine clean lines with durability, and the kitchen furniture, integrated appliances and accessories are of the highest quality. Space efficient storage options and luxury statement pieces add those extra touches. Both the kitchens and utility rooms feature high gloss lacquered furniture by Siematic and luxury Bulthaup Kitchens to the penthouses finished with Silestone worktops and splashback.

A typical apartment will have porcelain wall and floor tiles in both the separate and en suite bathrooms. As with the penthouses, there is no compromise on quality, only the best suppliers are used - such as Duravit, Starck and Hansgrohe.

Bathrooms and cloakrooms in the penthouses are floored with carefully selected Honed Limestone tiles. The pure white Duravit sanitary ware includes a space saving wall hung WC.

21st Century living at Leonard Street, Shoreditch means state of the art technology too. Sky+ to all bedrooms and living areas, and an ipod dock with speakers to the bedrooms and reception areas as well as AV, home control systems with lighting, heating and cooling systems*.

Leonard Street, Shoreditch. Quality and craftsmanship that stands alone.

**Applies to penthouses only*



Typical interiors



LEONARD STREET
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LONDON SQUARE



LONDON SQUARE

London is famous for its residential squares, and at London Square we aim to reflect that same sense of place and community in our role as THE Capital's homebuilder.

This we achieve by implementing the most demanding standards of professionalism and high quality service. From that emanates the endorsement of our customers, suppliers and partners. As an integral part of this process we invest in every employee through meticulous selection and rigorous training, in order that they may provide the best service to our customers.

London Square's strategic approach is based on expansion through planned growth via astute site acquisition, collaborative strategic partnerships, optimising development potential, and, above all, by the delivery of exemplary homes. With substantial backing of £100 million of capital, it is our intention to reach a target of building 600 new homes annually within the next five years, thus becoming one of London's top housebuilders.

The company will focus on prime sites in key locations within the M25 and Greater London. Developments will be from 10 to 200 homes (including both private and affordable housing), with prices from £200,000 to £5 million, to cater for a broad mix of buyers.

London Square. Homes designed for real living - in places where people prefer to live.

London Square's aim is to identify and source the most desirable locations, then design and build the best quality homes. Following that we then make the home-buying process as uncomplicated as possible with our exceptional customer service team.

When you purchase your home from London Square you'll find the entire experience professional, uncomplicated and pleasurable. Each part of the buying process is assisted by a dedicated customer manager, making the journey seamless and stress free.

Our reputation quite literally precedes us and, as with the unparalleled quality of both London Square locations and homes, our Customer Care Process sets us above and beyond the rest.



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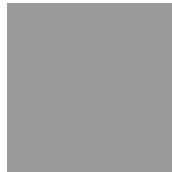
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THE TEAM

- 1 MARK PAIN
Chairman
- 2 STEPHEN CASEY
Non-Executive Director
- 3 BRIAN BETSY
Land Director
- 4 TERRY ROOD
Construction Director
- 5 MARK SMITH
Development &
Technical Director
- 6 PETER FORD
Finance Director
- 7 STEVE HUDSON
Commercial Director



It has always been my ambition to create a company with strong values, exemplifying what I like to call 'Old School Principles'. A company that stands head and shoulders above others in its field, with exacting disciplines and the highest of standards.

The company is London Square, and I am proud to be part of what I consider to be the most exciting and dynamic house developer in the Capital.

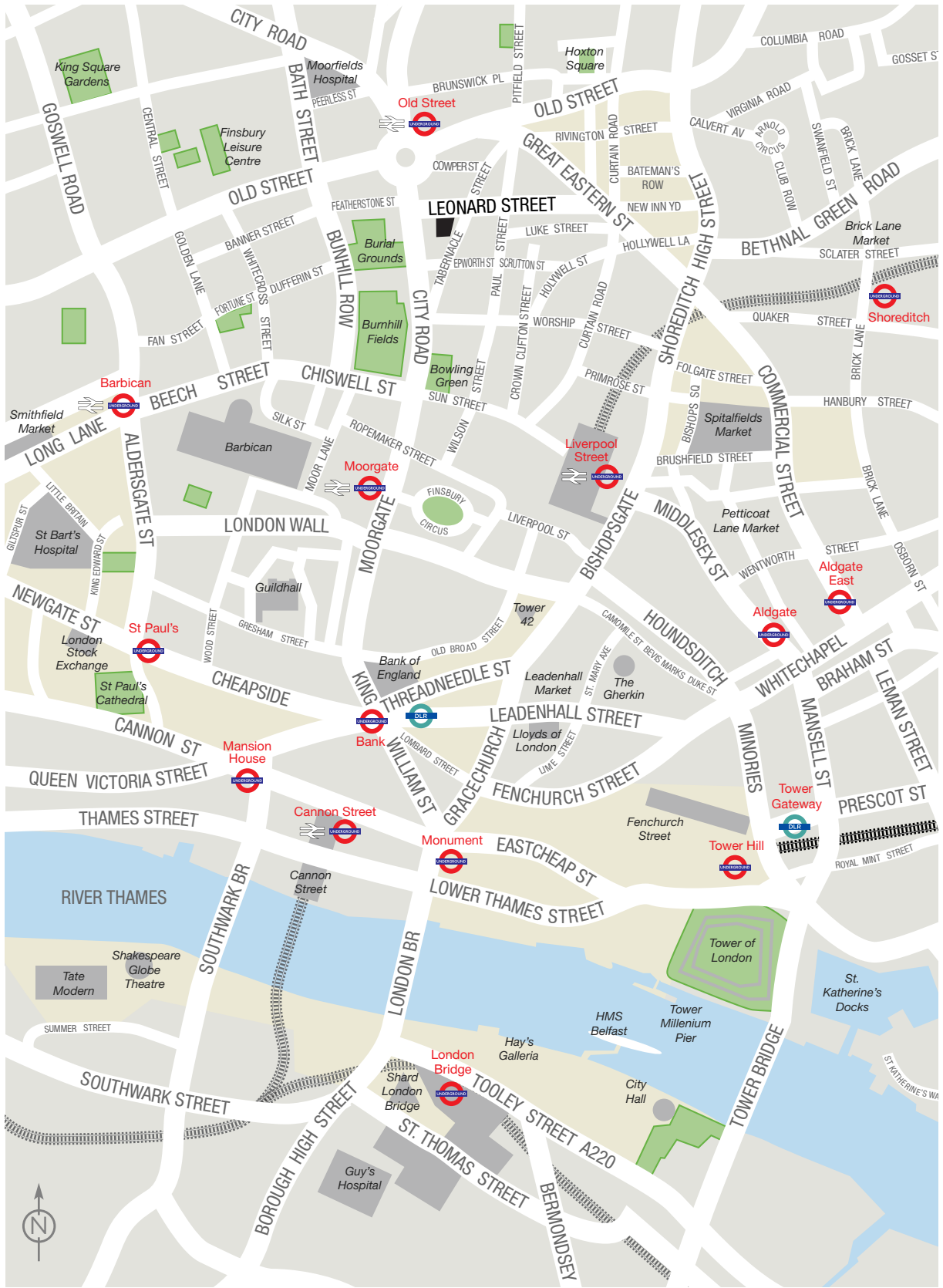
Our shield represents strength and our simplistic black and white identity shows clarity and focus, which we apply to our building of outstanding homes throughout London, as well as proving our ability to set the benchmark for other house builders to aspire to.

We have worked hard for this moment, showing that it is possible to actually enhance areas of residential London and not compromise principles of design and quality in the necessity to supply much needed housing.

At London Square our customers are the key to our success. Their endorsement is what this company stands for and believes in.

I have realised my dream. Now I would like our customers and partners to enjoy the rewards of this innovative and inspiring new company, London Square.

ADAM LAWRENCE
Chief Executive



Map not to scale

Disclaimer: Whilst every endeavour has been made to provide accurate information in relation to internal and external finishes, London Square reserves the right to change supplier and alter or vary the design and specification at any time for any reason without prior notice. The brochure is intended to provide an indication of the general style of our development and house types. Any drawings are illustrative only and may not be to scale. Colours are provided as an indication only and may differ due to printing techniques. To this end, any drawings, photographs or illustrations shown are non contractual. Please consult with your sales advisor at the point of reservation. All details are correct at time of going to press, October 2011.



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