

DESIGNED BY  
**Foster + Partners**

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May 2017



**PRINCIPAL TOWER**  
LONDON EC2



**LUNDINIOM**  
— THE LONDON AGENT



# LET THERE BE LIGHT

PRINCIPAL TOWER is set to join the cast of architectural landmarks on London's iconic skyline, which includes masterpieces from the Richard Rogers Partnership, Rafael Viñoly and Kohn Pederson Fox. Designed by Foster + Partners, this svelte new addition is the epitome of understated elegance. Inspired by the architectural landmarks in its vicinity and the historic views it offers across the capital, Foster + Partners has created a design that responds to the uniqueness of its location both geographically and culturally. Principal Tower offers the opportunity to own an architectural masterpiece, equivalent to a priceless piece of art, that will give constant pleasure and lasting value.

LUNDINIOM

THE LONDON AGENT





## PRINCIPAL ADDRESS



Principal Tower enjoys a prestigious location overlooking the heart of the City of London, the financial capital of the world, and Shoreditch, the trend-setting capital of the world. The Tower benefits from five major transport hubs within walking distance, making it convenient to access all corners of the capital with ease and speed. London City Airport is an additional asset, being less than 30 minutes away.

## LONDON LANDMARKS ON YOUR DOORSTEP

Many other world-famous London destinations are also easily accessible thanks to Principal Tower's proximity to the efficient transport network. Whether you choose to spend the day on a shopping spree at Harrods or a relaxing afternoon in Hyde Park, you are only minutes away.





TOWER  
BRIDGE

THE TOWER  
OF LONDON

THE  
GHERKIN THE  
SHARD

110 BISHOPSGATE

TOWER 42

LIVERPOOL STREET  
STATION

PRINCIPAL  
TOWER

TATE MODERN

ST PAUL'S  
CATHEDRAL LONDON  
EYE

# AS FAR AS THE EYE CAN SEE

Whilst PRINCIPAL TOWER is a building of unquestionable architectural merit, it is from inside looking out that its true splendour is revealed. At 50-storeys high, it offers spectacular views from East to West, a panoramic that is unlikely to be surpassed.

LUNDINIUM



# PRINCIPAL PLACE



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DEDICATED TO  
INTERNATIONAL  
EXCELLENCE



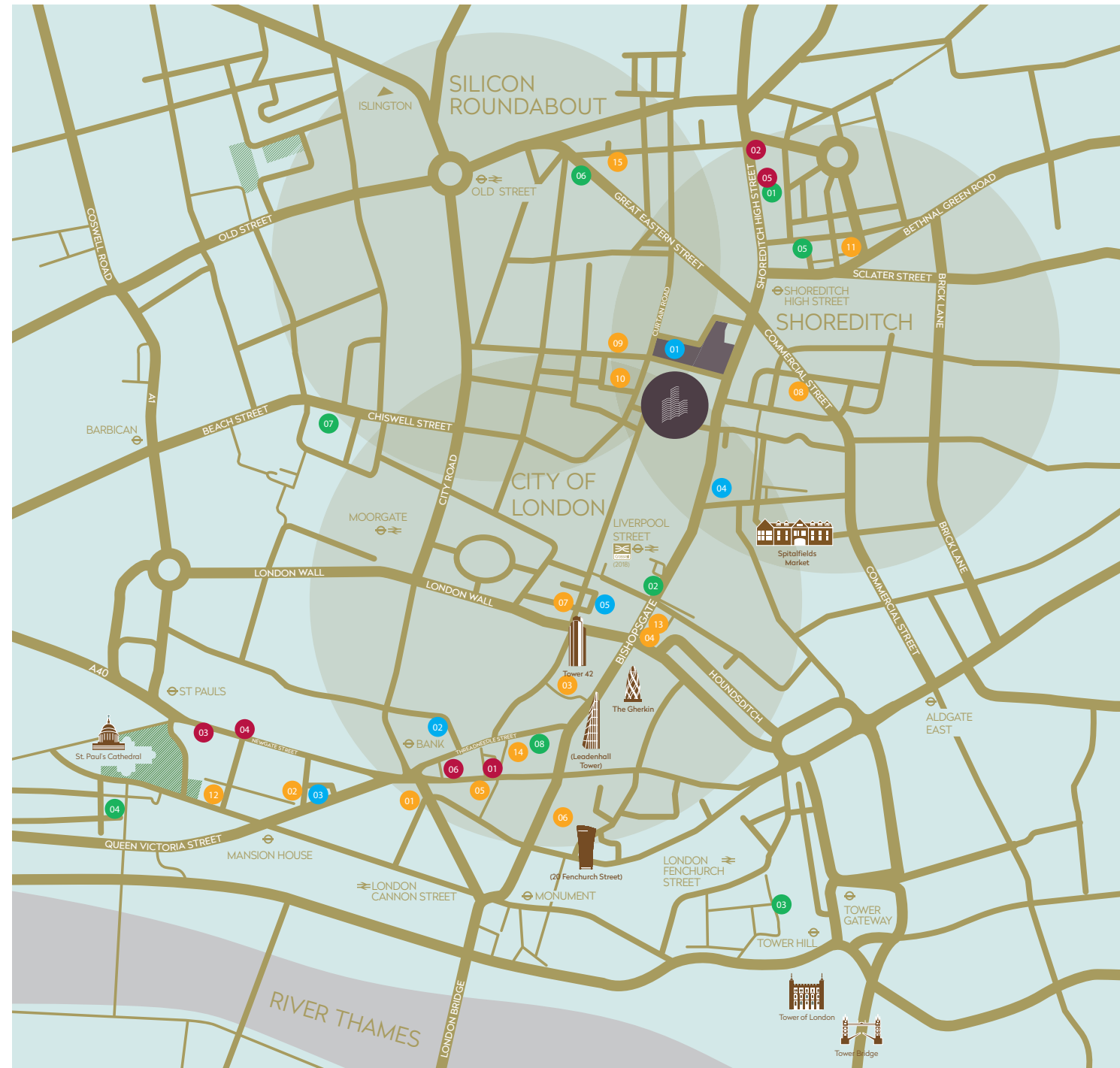
PRINCIPAL TOWER is situated within PRINCIPAL PLACE, destined to be a primary public space for this vibrant area. Principal Place is a true mixed-use destination, home to the 600,000 sq. ft. Amazon headquarters building as well as 28,000 sq. ft. of retail space. Pleasing gourmet eateries, cafes and lively bars will complete the picture. A half-acre piazza will be a lively space with cultural events being hosted throughout the year.



Founded in London by Sir Norman Foster in 1967, Foster + Partners is now a worldwide studio of over 1200 staff with projects completed in over 75 countries. Over the past four decades, the company has undertaken a strikingly wide range of work, including civic and cultural buildings, offices, private houses and public infrastructure. It was responsible for the design of the single largest building on the planet, Beijing International Airport, and at the other end of the scale, the practice has designed a variety of furniture commissions and products, including a pen. PRINCIPAL TOWER and the Gherkin, both iconic designs by Foster + Partners, will bookend London's City Centre.



# CULTURE & COMMERCE INTERSECT



London Eye



Tower Bridge



Liverpool Street Station



St Paul's Cathedral



UBS Main Office

## TO EAT

- 01 1776 @ 1 Lombard Street
- 02 Buenos Aires
- 03 City Social @ Tower 42
- 04 Duck and Waffle
- 05 Eight Members Club Moorgate
- 06 Giorgio at Leadenhall
- 07 Gow's Restaurant
- 08 Hawksmoor
- 09 HKK
- 10 L'Anima
- 11 Les Trois Garçons
- 12 Madison
- 13 Sushisamba
- 14 The Mercer
- 15 Tramshed

## TO SHOP

- 01 Louis Vuitton London City
- 02 MILK Concept Boutique
- 03 One New Change (High Street and luxury brands)
- 04 Ted Baker
- 05 That Flower Shop
- 06 Royal Exchange Buildings  
Featured boutiques below:  
Boodles, Bulgari, Church's, Gucci, Hermès, Montblanc, Omega, Paul Smith, Smythson, Tiffany & Co., Paul A. Young Fine Chocolates

## TO STAY

- 01 Ace Hotel
- 02 Andaz Hotel
- 03 Grange City Hotel
- 04 Grange St Paul's Hotel
- 05 Shoreditch House
- 06 The Hoxton Shoreditch
- 07 The Montcalm
- 08 Threadneedles Hotel

## COMING SOON

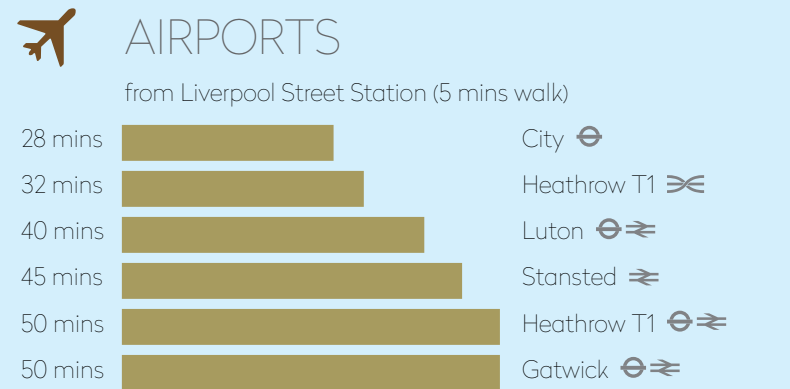
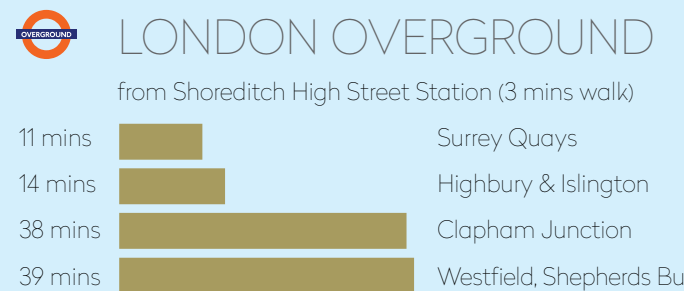
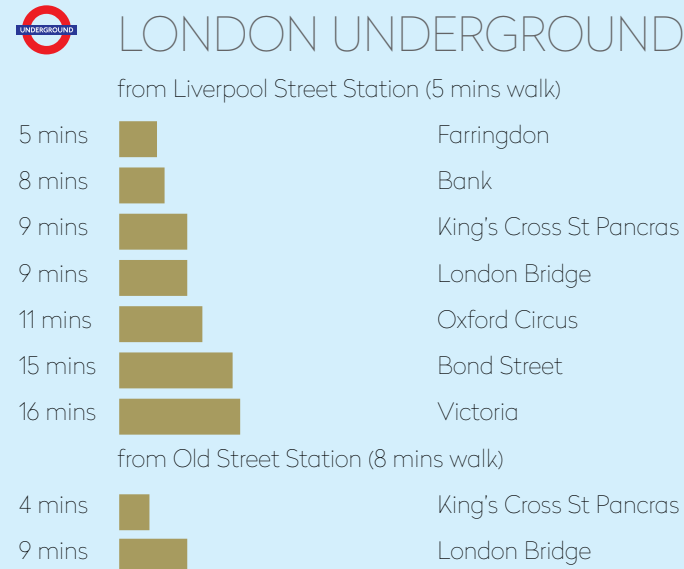
- Nobu Hotel
- Gansevoort Hotel

## TO WORK

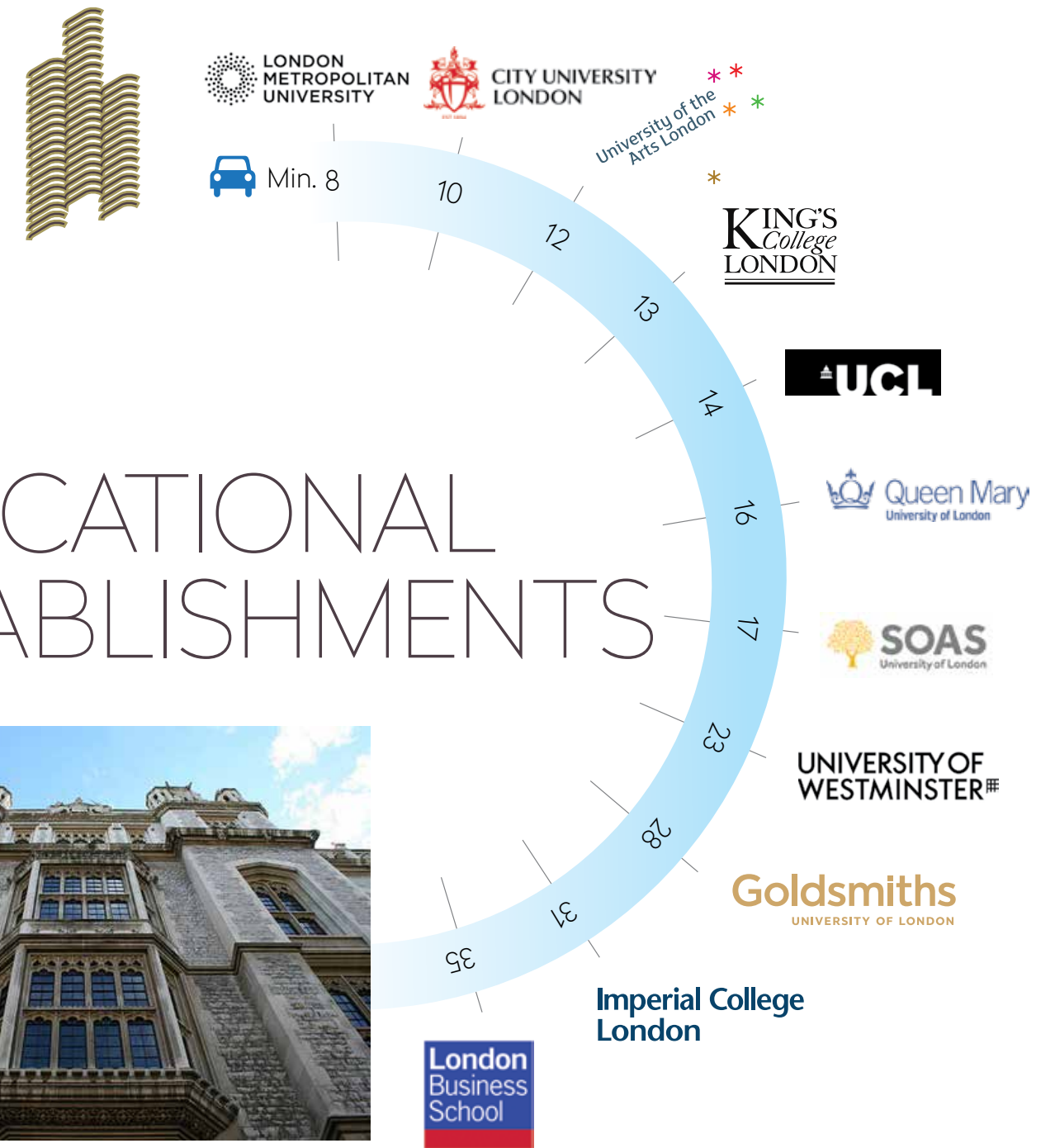
- 01 Amazon Headquarters
- 02 Bank of England
- 03 HSBC Corporate Banking Centre
- 04 RBS London Office
- 05 UBS Main Office

# DISTANCES

At PRINCIPAL TOWER everywhere is close to hand. Central London is readily accessible by tube and with the completion of Crossrail in 2018, journey times throughout London will be even quicker. Travel to the rest of the UK is simple on the comprehensive train network and Europe is easily accessible – Eurostar is less than 10 minutes away. With all the major airports less than an hour away, even connecting with the rest of the world couldn't be easier.



# EDUCATIONAL ESTABLISHMENTS



London is home to some of the most famous colleges and universities in the world. King's College, London Business School, University College of London (UCL) and London School of Economics and Political Science (LSE) are to name but a few.



# DAY AND NIGHT

By day, the apartments are flooded with natural light, providing an ambience that is both energising and life-enhancing. By night, residents will enjoy a privileged view of the lights and romance of the world's most famous capital city.







# TONAL VALUES

The interior design team has chosen two palette options for the Upper House kitchens and bathrooms:

### CHAMPAGNE:

Kitchen units are finished in luxurious 'Figured Sycamore' timber veneer. The master bathrooms will feature a bespoke marble bath surround and vanity units in polished 'Arabescato Corchia' marble from Italy, contrasted by the 'Dark Bleu de Savoie' marble on the walls and floors.



### CAVIAR:

Kitchen units will be finished in 'Eucalyptus' timber veneer. The master bathroom will feature a bespoke marble bath surround and vanity unit in polished 'Grey Marquina' marble and contrasted by 'Light Bleu de Savoie' marble to walls and floor.







# AMENITIES

PRINCIPAL TOWER will face onto a newly created landscaped piazza, with trees and green spaces. Residents also benefit from amenities that include a lap pool, spa, a state-of-the-art gym, cinema, 24-hour concierge and residents' lounge. There are subterranean bicycle storage facilities available and opportunities to acquire parking spaces.







# INVESTMENT POINTS

- PRINCIPAL TOWER is set to join the cast of architectural landmarks on London's iconic skyline, which includes masterpieces from the Richard Rogers Partnership, Rafael Viñoly and Kohn Pedersen Fox.
- PRINCIPAL TOWER offers the opportunity to own an architectural masterpiece.
- Prestigious location overlooking the heart of the City of London.
- Easy access to five major transport hubs within walking distance.
- Car parking spaces are available in the Tower's subterranean car park. The car park is accessed via two state-of-the-art car lifts for additional security.
- Crossrail service commences in 2018 - just prior to Principal Tower's early 2019 opening.
- Unrivalled proximity to all of London's finest schools, colleges, and universities.

## PROJECT SUMMARY

Project name:	PRINCIPAL TOWER
Site:	Apartment ***, Principal Tower, 2 Principal Place, Worship Street, London, EC2A
Local Authority:	London Borough of Hackney
Completion date:	Early 2019
Number of units:	301 units
Number of storeys:	50
Tenure:	987 years
Ground Rent:	1 bed: £550 2 bed: £650 3 bed: £750 Penthouses: £1,000 per annum
Service charges:	Estimated - £7 psf, p.a.
Car parking:	48 allocated car parking spaces and 3 disabled spaces
Cycle parking:	353 cycle spaces
Building warranty:	nhbc ( <a href="http://www.nhbc.co.uk">www.nhbc.co.uk</a> )



# ONE MASTERPIECE THREE ARTISTS

PRINCIPAL TOWER and PRINCIPAL PLACE are a work of art from the minds of three world renowned community development experts. Such an ambitious landmark project requires no less.



**Brookfield** BROOKFIELD Property Partners, with \$65 billion in total assets, is the flagship real estate company of Brookfield Asset Management, the leading global alternative asset manager (\$250 billion net worth) headquartered in Canada. It is one of the world's largest commercial real estate companies with a diversified portfolio that includes: 142 premier office properties and 127 best-in-class retail malls, among other interests, around the world. Brookfield Property Partners [BPY] is listed on the New York and Toronto stock exchanges. [www.brookfieldpropertypartners.com](http://www.brookfieldpropertypartners.com)



**CONCORD  
PACIFIC** CONCORD PACIFIC Developments Inc. is Canada's largest master-planned community builder. It was formed in 1987 to develop Concord Pacific Place on the former Expo lands in downtown Vancouver, Canada. The Concord Group of companies has today diversified also into business sectors such as: software and information technology, telecommunications, and green energy. Besides Concord Pacific Place in Vancouver, the Group also built the country's second largest master-planned community, Concord CityPlace in Toronto, in addition to other communities of scale across the country with expansion also to the United Kingdom. Concord has built over 120 towers with more than 50 more in various stages of planning and development. For more information, visit [www.concordpacific.com](http://www.concordpacific.com).



**W1  
DEVELOPMENTS** W1 Developments is a London-based property company that specialises in high-quality commercial and residential developments. The W1 Developments team has created more than 500,000 sq. ft. of high-quality accommodation in London and is one of the leading property developers in Central London. Its success comes from adapting global real estate concepts in order to provide London with imaginatively designed buildings that deliver exceptional value for its customers. W1 Developments recently exchanged contracts on Marylebone Square W1, a circa 1 acre site in one of the most sought after areas in Central London, just off Marylebone High Street. W1's fundamental goal in its projects is to create distinction and value that exceeds the local market rate. For additional information, visit [www.w1developments.com](http://www.w1developments.com)