

15FITZROY.LONDON

*15fitzroy*

7,786 — 88,133 SQ FT OF SUSTAINABLE OFFICE  
SPACE IN FITZROVIA — AVAILABLE NOW

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Best-in-class HQ building in  
the heart of Fitzrovia, where

# One size *fits* all



— Discover —

88,133 sq ft sustainable office building with space available from 7,786 sq ft. Located in one of London's most characterful neighbourhoods

Find your *fitz*



The 'Green' One



THE BUILDING

The 'Foodie' One



LOCATION

The 'Bright-ideas' Ones



ACCOMMODATION

The 'High-flying' One



SPECIFICATION



Prominent corner position on Fitzroy Street & Howland Street



Atrium lounge & cafe area

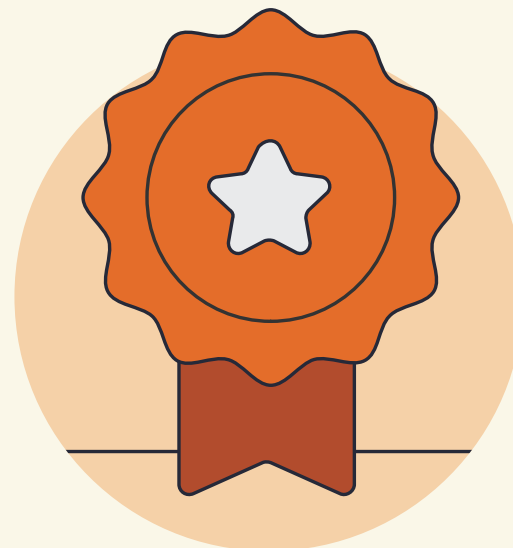


Atrium lounge & cafe area

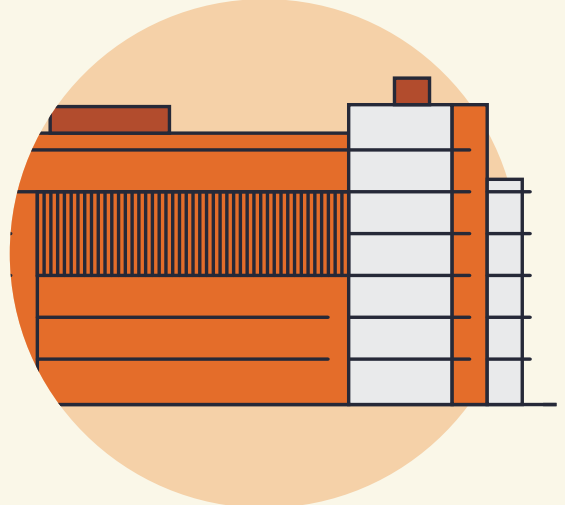


Stairs to reception

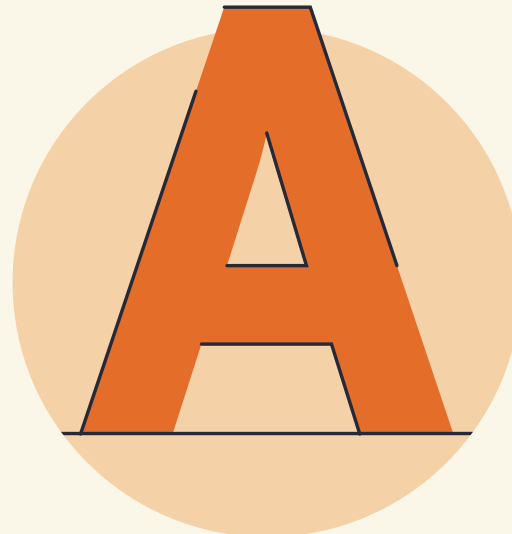
# 15 Fitzroy *at a glance*



HIGHLY CERTIFIED  
SUSTAINABLE BUILDING



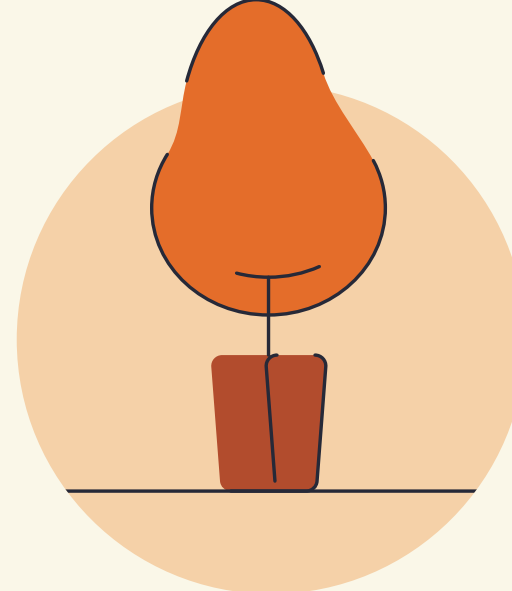
COMPREHENSIVE  
REFURBISHMENT AND EXTENSION  
OF EXISTING BUILDING



NEW GRADE A  
ACCOMMODATION



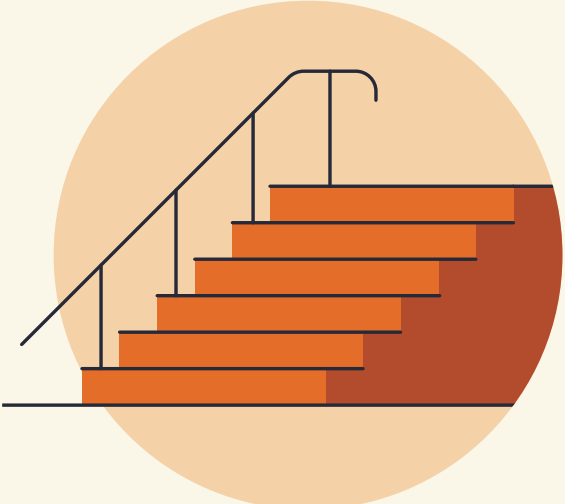
2,760 SQ FT ATRIUM  
LOUNGE AND CAFÉ AREA



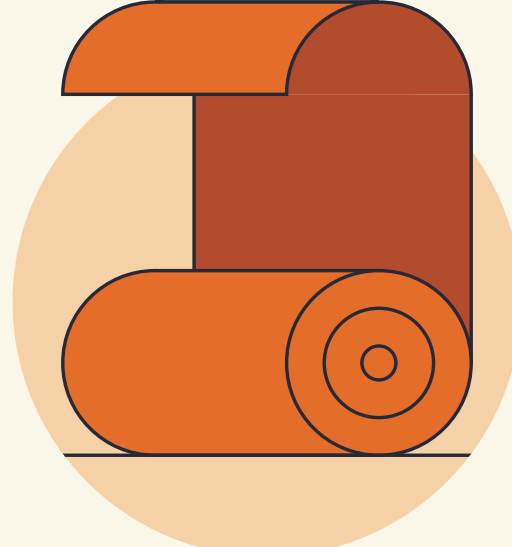
1,265 SQ FT COMMUNAL  
ROOF TERRACE



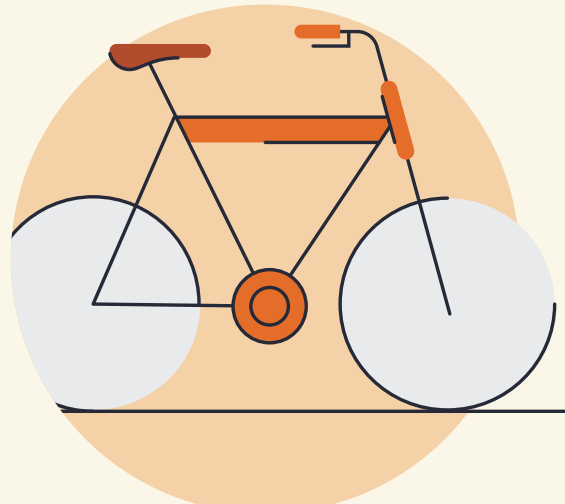
2,185 SQ FT FIFTH  
FLOOR PRIVATE TERRACE



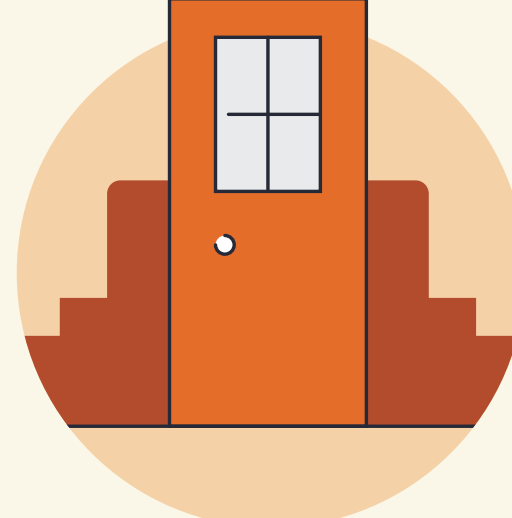
FEATURE STAIRCASE  
FROM LOWER GROUND  
TO THE FOURTH FLOOR



FLEXIBLE WELLNESS  
AND MEETING SPACE  
OF 540 SQ FT



NEW END OF JOURNEY FACILITIES:  
143 CYCLE SPACES, 14 SHOWERS  
AND 153 LOCKERS



OPPORTUNITY FOR SELF  
CONTAINED ENTRANCE



15 fitzroy

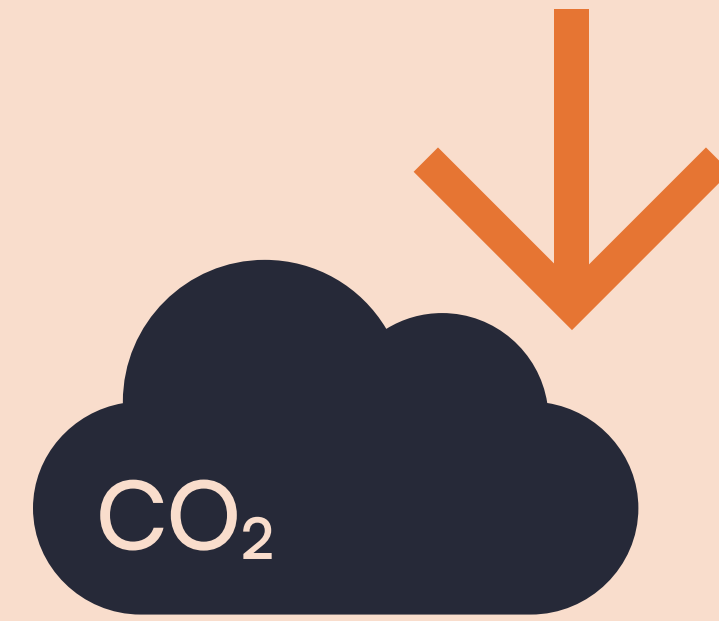
07	Top Roof Terrace
06	2022 sqm
05	2142 sqm
04	2142 sqm
03	2142 sqm
02	2142 sqm
01	2142 sqm
G	1000 sqm

Reception & entrance lobby



Reception & entrance lobby

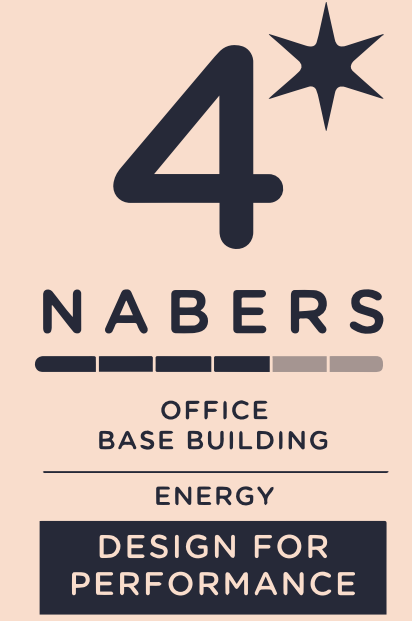
Office space *fitz* for the future



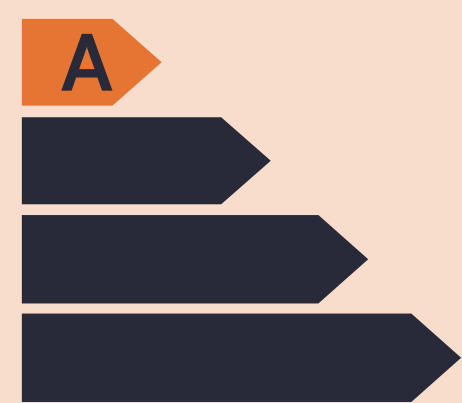
NET CARBON ZERO IN OPERATION ACHIEVABLE



WELL GOLD TARGETED



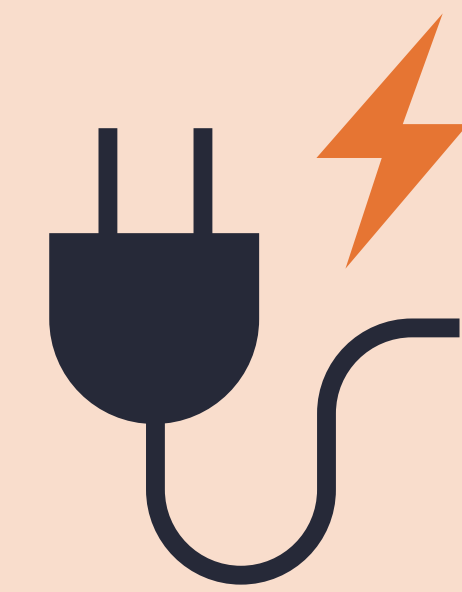
NABERS DESIGN REVIEWED TARGET RATING OF 4\*



RATING OF EPC A TARGETED AND ACHIEVED AT PRACTICAL COMPLETION

BREEAM®

BREEAM OUTSTANDING TARGETED AND ACHIEVED AT PRACTICAL COMPLETION



FULLY ELECTRIC BUILDING



WiredScore PLATINUM

WIREDSCORE PLATINUM



Feature staircase



Atrium lounge

A photograph of a reception desk. In the foreground, a dark, polished countertop curves across the frame. On the left side of the counter sits a large, shallow, multi-lobed ceramic bowl with a mottled green and brown glaze. To the right, a sleek, black, curved faucet is visible. The background features vertical wood paneling and a dark wooden cabinet. The lighting is warm and directional, creating strong highlights and shadows.

Space where  
you'll be  
proud to *fitz* in with  
the crowd...

# A fitzroviaian knows how to choose a restaurant that *fitz*



## WELCOME TO FITZROVIA

Whether you're one of the foodie ones, or a 'goes-running-at-lunchtime' one, 15 Fitzroy sits at the heart of a buzzing London neighbourhood, steeped in history, and bursting with opportunity.



Warren Street



Charlotte Street Hotel – Charlotte Street



Lore of the Land – Conway Street



Circolo Poplare – Rathbone Place



Miel Bakery – Warren Street



Warren Street



Fitzroy Tavern – Charlotte Street



“The perfect hub of local cafés, eateries & independent stores.”

# Amenity that *fits* the bill

## RESTAURANTS, BARS & HOTELS

- |                           |                          |
|---------------------------|--------------------------|
| 1 Honey & Co              | 25 Store Street Espresso |
| 2 Steak & Lobster         | 26 Café Deco             |
| 3 Iberica                 | 27 The George & Dragon   |
| 4 Lore of the Land        | 28 The Fitzroy Tavern    |
| 5 The Lucky Pig Cocktails | 29 Miel Bakery           |
| 6 Portland                | 30 The Penny Drop        |
| 7 Harris and Hoole        | 31 Franco Manca          |
| 8 Sushi Atelier           | 32 Blank Street          |
| 9 Mere                    | 33 Black Sheep           |
| 10 The Attendant          | 34 Gaucho                |
| 11 EL&N                   | 35 Noize                 |
| 12 Reverend JW Simpson    | 36 Mira                  |
| 13 Kaffeine               | 37 Lantana Café          |
| 14 Riding House Café      |                          |
| 15 The Arber Garden       |                          |
| 16 Mortimer House Kitchen |                          |
| 17 Mr Fogg's              |                          |
| 18 Roka                   |                          |
| 19 Rovi                   |                          |
| 20 Mandrake Hotel         |                          |
| 21 Circolo Popolare       |                          |
| 22 Berners Street Tavern  |                          |
| 23 Lisboeta               |                          |
| 24 Charlotte Street Hotel |                          |

## GYMS

- |                        |
|------------------------|
| 1 Regent's Park        |
| 2 F45                  |
| 3 Puregym              |
| 4 Fitness First        |
| 5 Psycle               |
| 6 Barrecore            |
| 7 Ten Health & Fitness |



# In good company

With the Knowledge Quarter just a few minutes away — 15 Fitzroy is within easy reach of one of the most innovative and forward-thinking areas of London.

As well as being home to a wide range of tech, arts, media and life sciences businesses and world-leading universities, the Knowledge Quarter and its partners host a wide range of talks and events, located in the area around King's Cross, the Euston Road and Bloomsbury.

Google



Art Fund\_



The British  
Museum

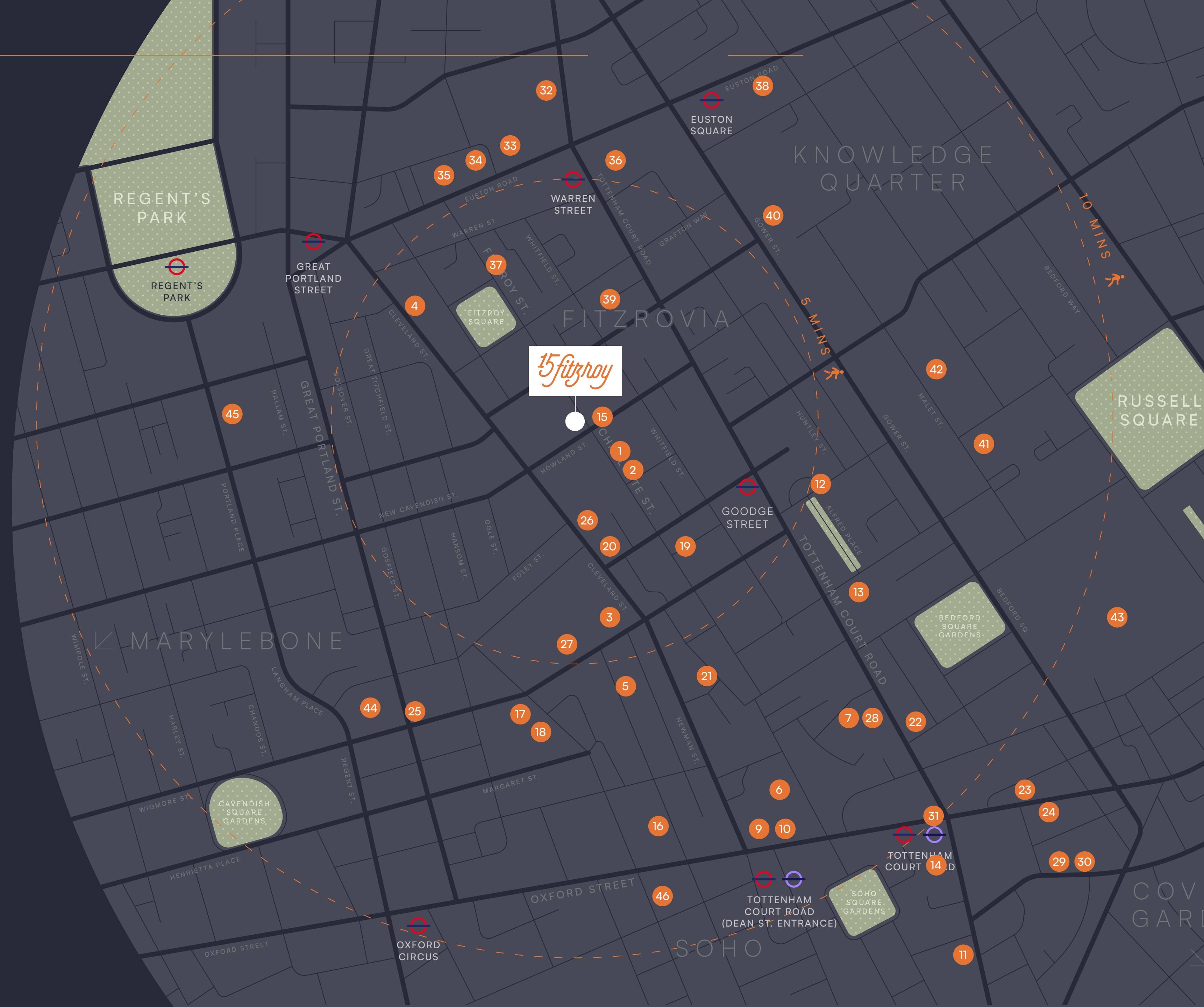


“The Knowledge Quarter actively engaged in advancing and disseminating knowledge

— KNOWLEDGEQUARTER.LONDON

# Local Occupiers

- 1 Perella Weinberg Partners
- 2 Boston Consulting Group
- 3 Estée Lauder Companies
- 4 Ted Baker
- 5 Netflix
- 6 Meta
- 7 Fremantle
- 8 Clintons
- 9 Marlin Equity Partners
- 10 United Talent Agency
- 11 Skyscanner
- 12 G-Research
- 13 Gardiner & Theobald
- 14 Apollo Management
- 15 Arup
- 16 Gamesys Group
- 17 Lionsgate Films
- 18 Synova
- 19 Revcap
- 20 Take Two
- 21 Atomico
- 22 PineBridge Investments
- 23 William Morris Endeavor Entertainment
- 24 GSK
- 25 Next 15 Group
- 26 Make Architects
- 27 Bakkavor Group
- 28 Freuds
- 29 Google
- 30 NBC Universal
- 31 G Research
- 32 Fujitsu
- 33 Meta
- 34 Santander
- 35 Dentsu
- 36 UCLH
- 37 eOne
- 38 Wellcome Trust
- 39 Benevolent AI
- 40 UCL
- 41 SOAS
- 42 Birkbeck
- 43 British Museum
- 44 BBC
- 45 RIBA
- 46 King



# Meet your neighbours

Fitzrovia is home to a diverse range of occupiers and tenant sectors, with media and financial companies moving to the area.



Netflix – Berners Street

IMAGE SOURCE: ABOUT.NETFLIX.COM



Workers make the space their own at Meta's London office – Rathbone Square

IMAGE SOURCE: META.COM

∞ Meta



NETFLIX

NBCUniversal

APOLLO



P/W/P  
/ PERELLA WEINBERG  
PARTNERS

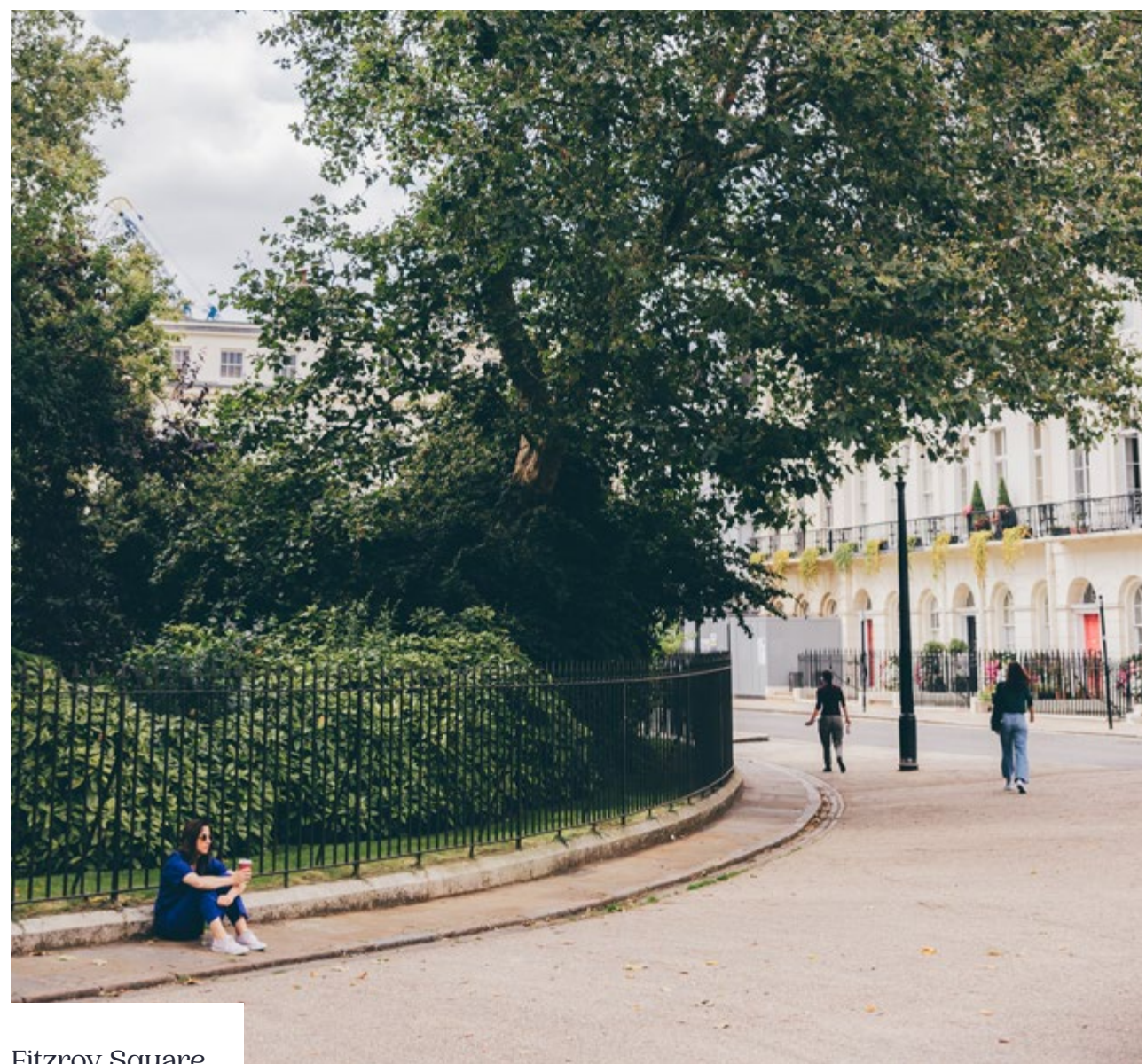


IMAGE SOURCE: UNITEDTALENT.COM / TOM FALLON

United Talent Agency – Newman Street



Regent's Park



Fitzroy Square



Alfred Place public realm

## Space for all the 'Lunchtime-runners' – as well as all the 'Lunch-in-the-sun-ers'

15 Fitzroy is only walking distance away from Fitzrovia's many local parks. Enjoy your lunch in the peaceful green spaces or find the perfect spot for an out of office meet up.

### WALKING TIMES

FITZROY SQUARE	02 MINS
ALFRED PLACE	06 MINS
BEDFORD SQUARE	10 MINS
REGENT'S PARK	11 MINS

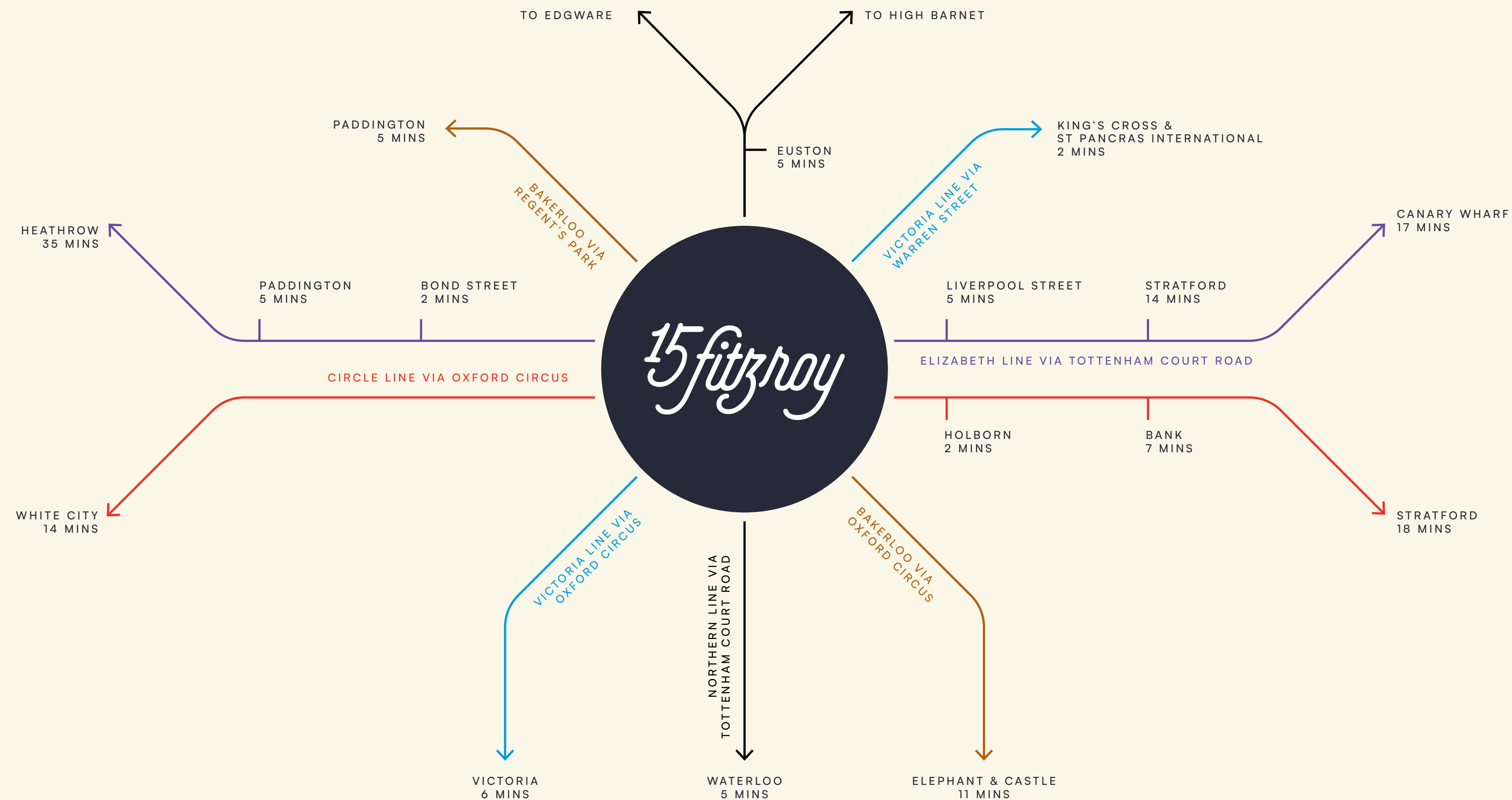
# Connected at every turn

Situated in the centre of Fitzrovia, 15 Fitzroy is well connected and easily accessible with best travel times direct to London's mainline stations.

Regent's Park	●
Bakerloo line	
Warren Street	● ●
Northern and Victoria lines	
Euston Square	● ● ●
Circle, Metropolitan and Hammersmith & City lines	
Goodge Street	●
Northern line	
Tottenham Court Road	● ● ●
Central, Northern and Elizabeth lines	
Oxford Circus	● ● ●
Central, Bakerloo and Victoria lines	



# Getting around, going underground



## C27 Cycle Route



# Accommodation

## Schedule of areas

FLOOR	APPROX NIA		TERRACE	
	SQ FT	SQ M	SQ FT	SQ M
LEVEL 07 COMMUNAL TERRACE	—	—	1,265	118
LEVEL 06	7,786	723	—	—
LEVEL 05 — PRIVATE TERRACE	10,347	961	2,185	203
LEVEL 04	13,405	1,245	—	—
LEVEL 03	13,442	1,249	—	—
LEVEL 02	13,376	1,243	—	—
LEVEL 01	UNDER OFFER		—	—
GROUND	UNDER OFFER		—	—
GROUND (ALTERNATIVE SELF-CONTAINED ENTRANCE)	UNDER OFFER		—	—
<b>OFFICE TOTAL</b>	<b>83,822</b>	<b>7,787</b>	—	—
<b>BUILDING MEETING ROOM</b>	<b>543</b>	<b>50</b>	—	—
<b>ATRIUM, LOUNGE &amp; CAFE</b>	<b>2,760</b>	<b>257</b>	—	—
<b>RECEPTION</b>	<b>1,008</b>	<b>94</b>	—	—



# Ground

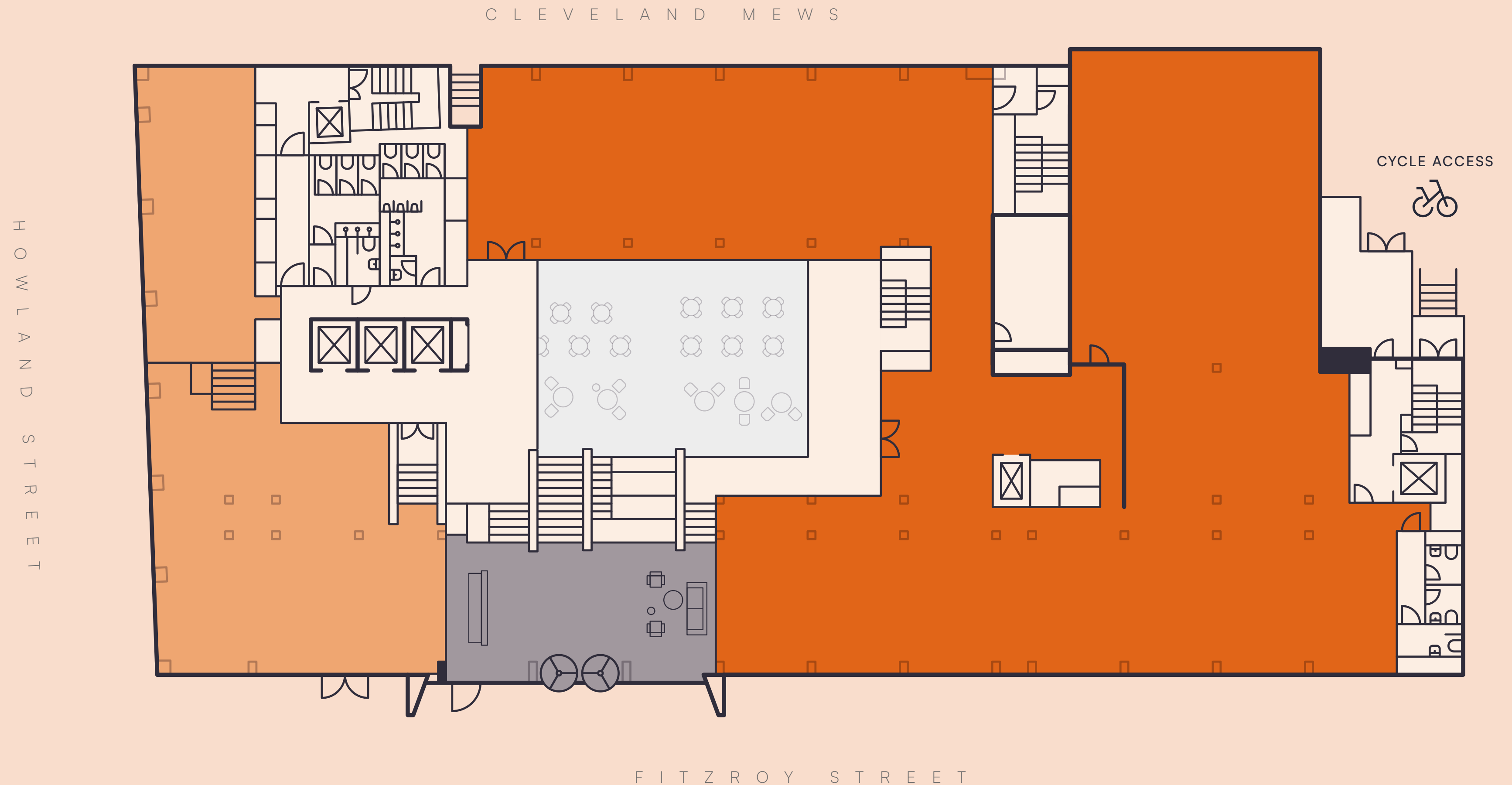
13,041 SQ FT / 1,212 SQ M — NIA

RECEPTION — 1,008 SQ FT / 94 SQ M

ALTERNATIVE SELF-CONTAINED ENTRANCE — 2,765 SQ FT / 257 SQ M

OFFICE — 9,268 SQ FT / 861 SQ M

- ALTERNATIVE SELF-CONTAINED ENTRANCE
- OFFICE
- RECEPTION



Indicative only. Not to scale.

# Lower ground

3,303 SQ FT / 307 SQ M — NIA

ATRIUM, LOUNGE & CAFE — 2,760 SQ FT / 257 SQ M

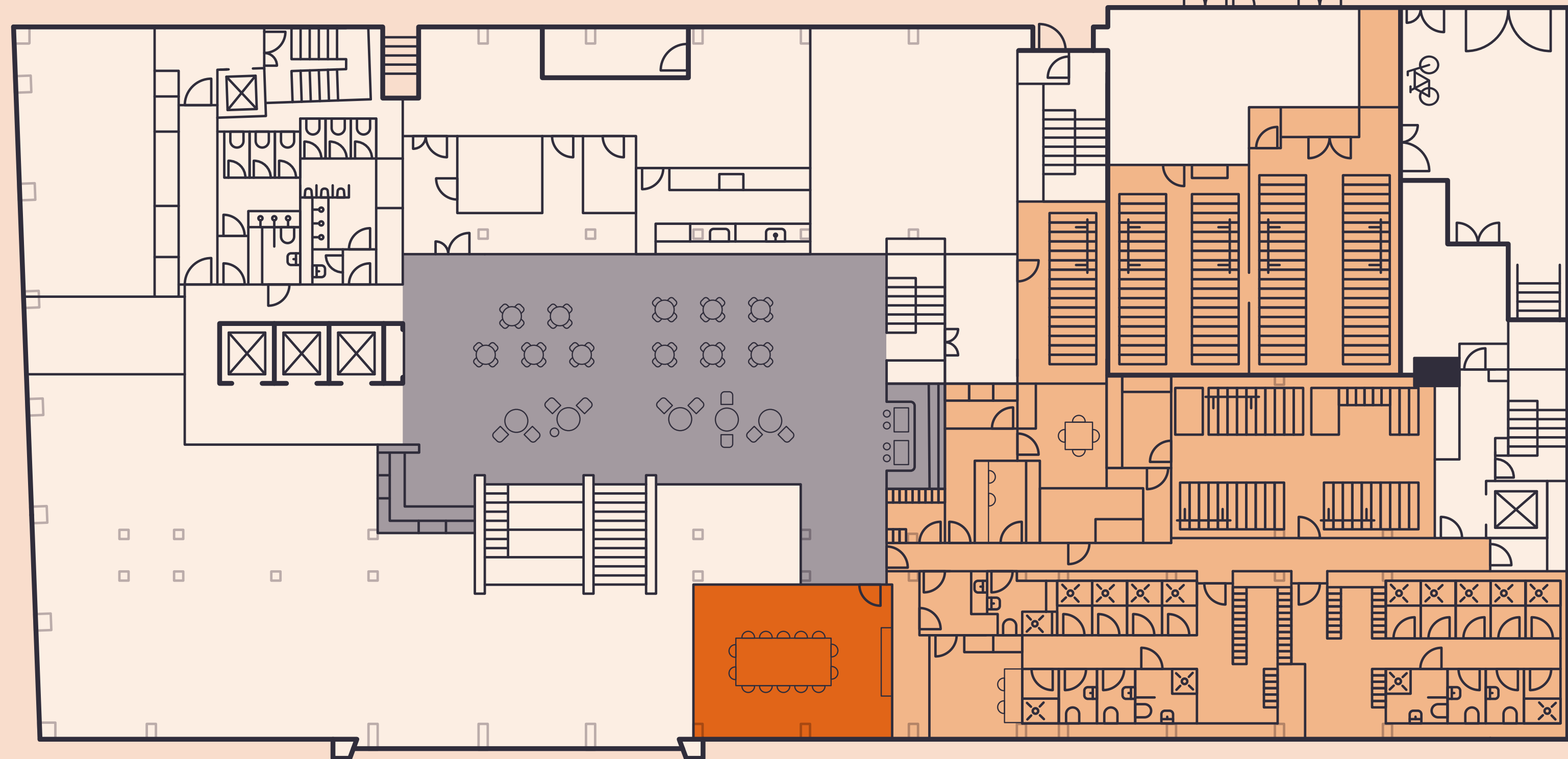
BUILDING MEETING ROOM — 543 SQ FT / 50 SQ M



C L E V E L A N D M E W S

- BUILDING MEETING ROOM
  - ATRIUM, LOUNGE & CAFE
  - SHOWERS / CYCLE STORE
- |              |     |
|--------------|-----|
| CYCLE SPACES | 143 |
| LOCKERS      | 153 |
| SHOWERS      | 14  |

H O W L A N D S T R E E T



F I T Z R O Y S T R E E T



Quality in every step



End of trip facilities

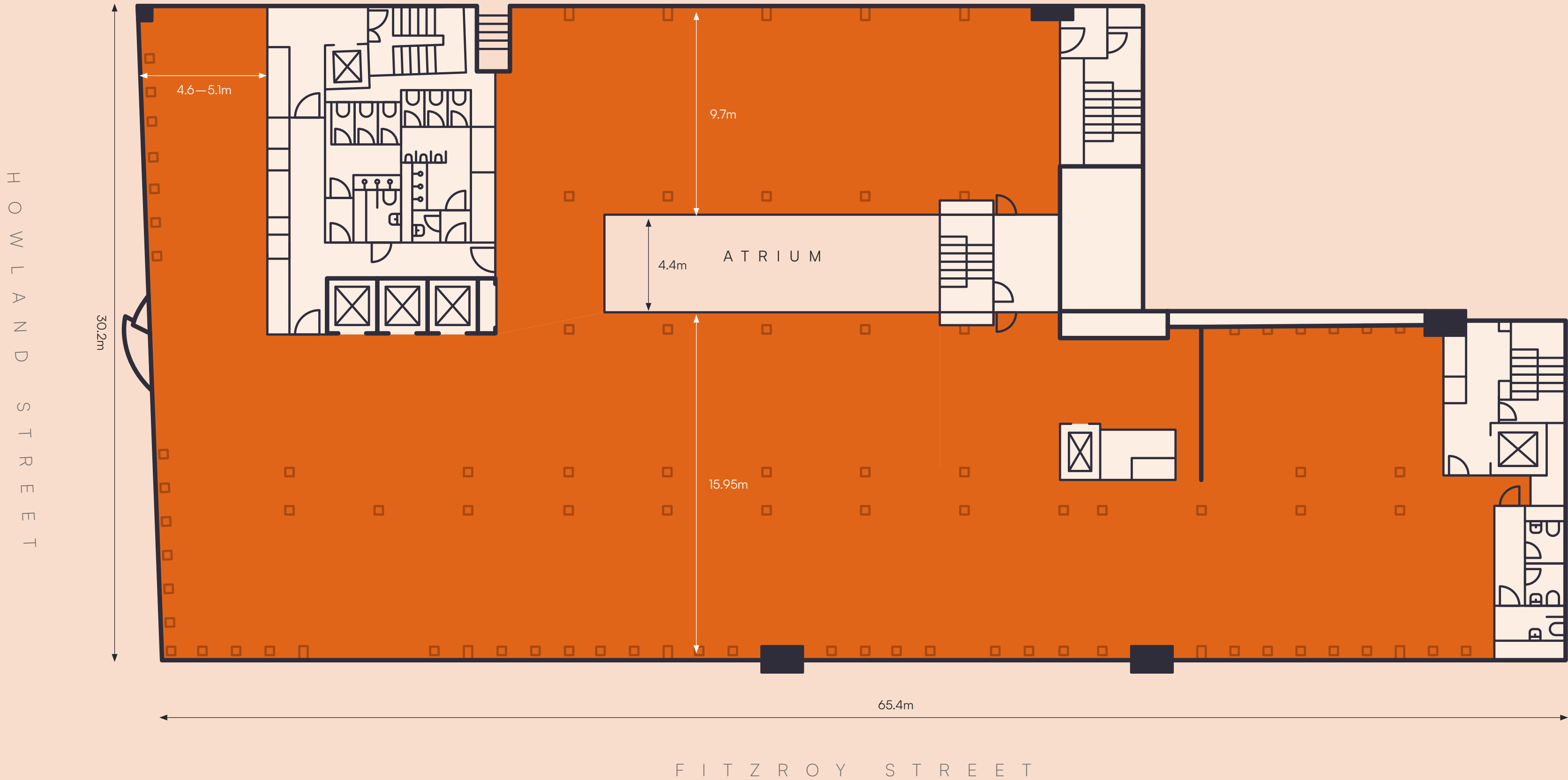
# First floor

13,433 SQ FT / 1,248 SQ M — NIA



C L E V E L A N D M E W S

OFFICE SPACE



Indicative only. Not to scale.



Office space – CAT A

# Second floor

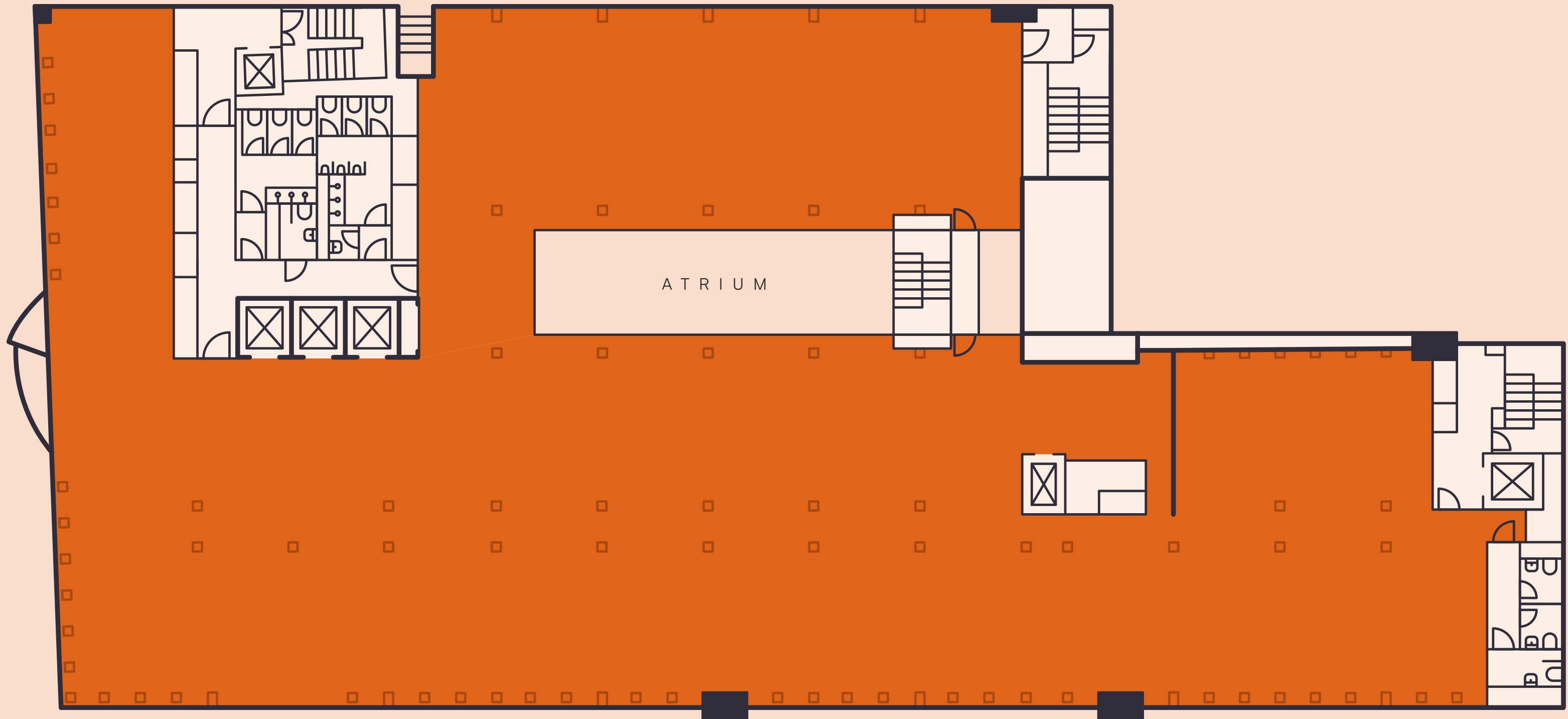
13,376 SQ FT / 1,243 SQ M — NIA



CLEVELAND MEWS

OFFICE SPACE

HOWLAND STREET



Indicative only. Not to scale.

FITZROY STREET

# Third floor

13,442 SQ FT / 1,249 SQ M — NIA

OFFICE SPACE



Indicative only. Not to scale.

FITZROY STREET



Feature staircase & office space – CAT A

# Fourth floor

13,405 SQ FT / 1,245 SQ M — NIA

OFFICE SPACE



Indicative only. Not to scale.

FITZROY STREET



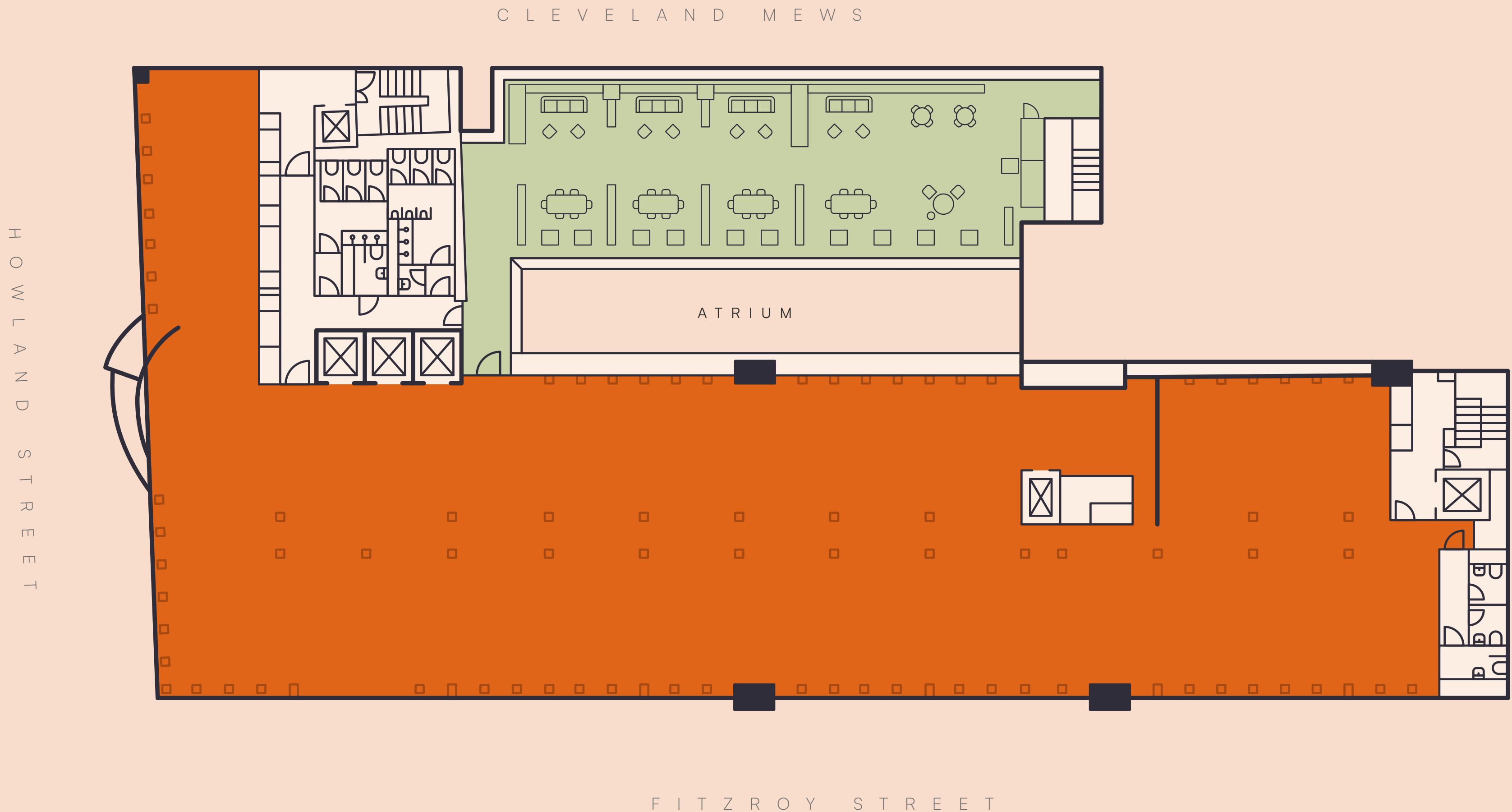
Office space – CAT A

# Fifth floor

10,347 SQ FT / 961 SQ M — NIA

TERRACE — 2,185 SQ FT / 203 SQ M

- OFFICE SPACE
- ROOF TERRACE



Indicative only. Not to scale.



Fifth floor roof terrace

# Sixth floor

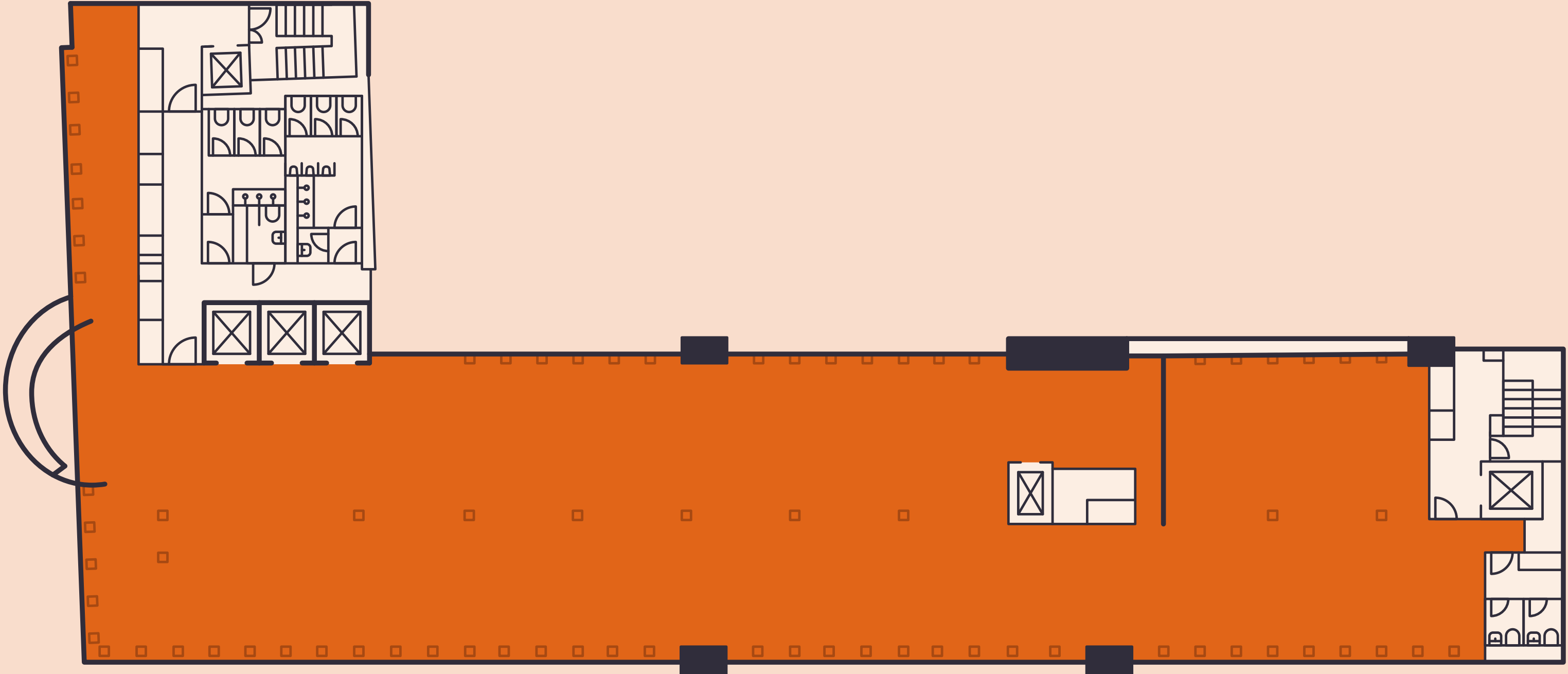
7,786 SQ FT / 723 SQ M — NIA

OFFICE SPACE



C L E V E L A N D M E W S

H O W L A N D S T R E E T



F I T Z R O Y S T R E E T

Indicative only. Not to scale.

# Seventh floor – Communal terrace

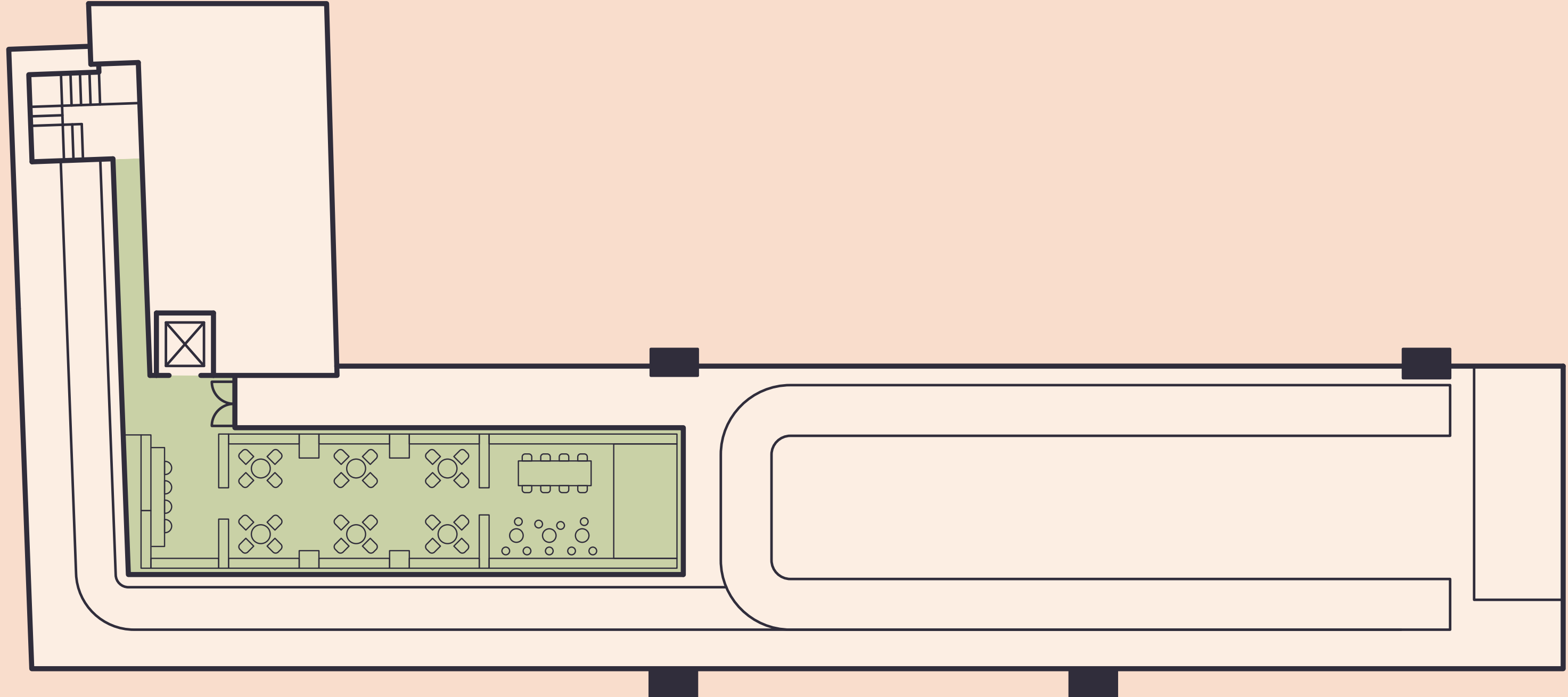
1,265 SQ FT / 118 SQ M

● ROOF TERRACE



C L E V E L A N D M E W S

H O W L A N D S T R E E T



Indicative only. Not to scale.

F I T Z R O Y S T R E E T



Communal roof terrace

# Spaceplan

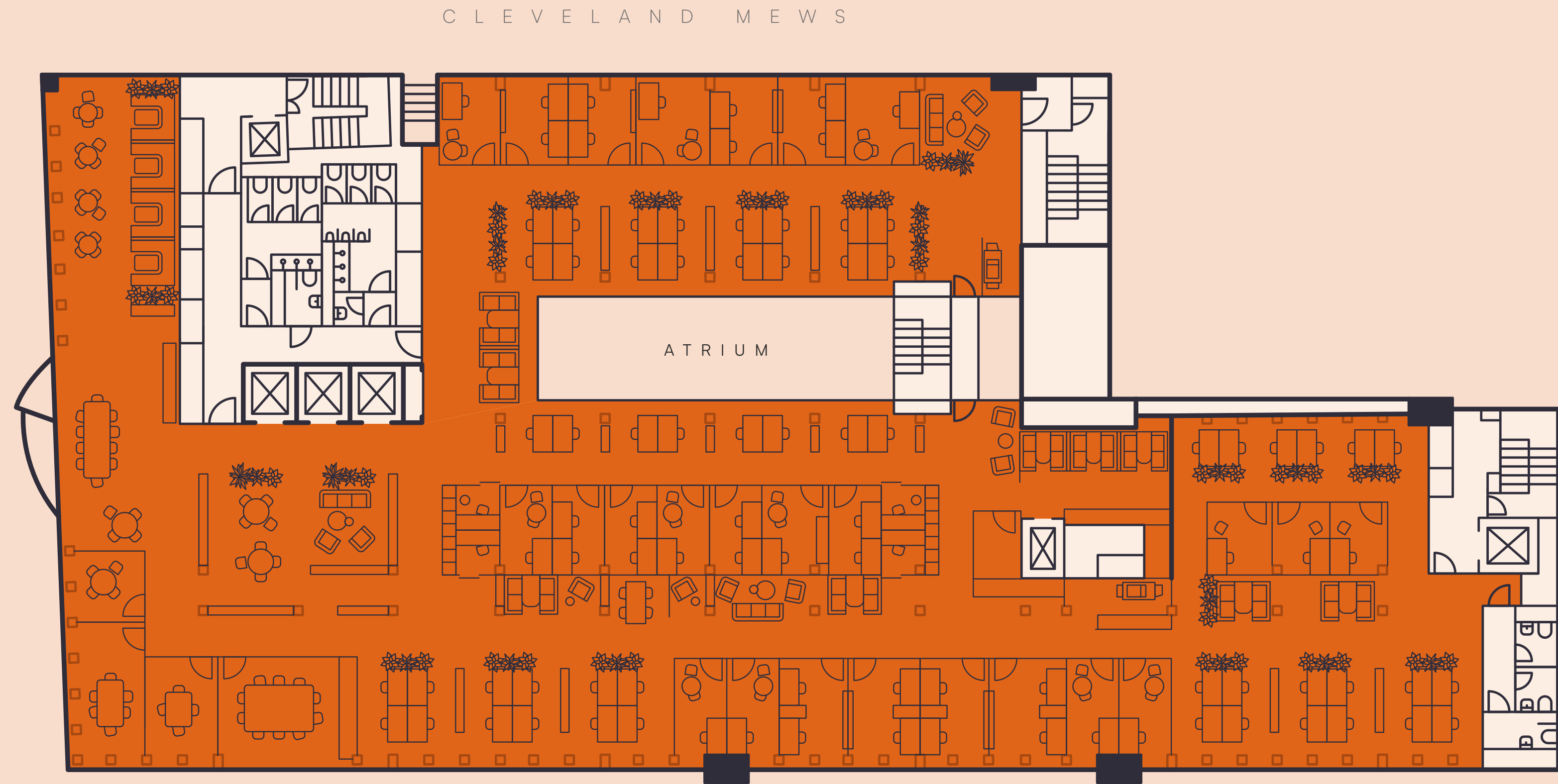
## Open plan



OFFICE SPACE

ON FLOOR OCCUPANCY  
 1:8 156 PERSONS  
 1:10 125 PERSONS  
 1:12 104 PERSONS

	TOTAL SEATS
SINGLE OFFICES X 10	13
DOUBLE OFFICES X 12	24
OPEN PLAN WORKSTATIONS	54
OPEN COLLABORATION & DROP IN X 12	55
QUIET ROOMS X 4	4
INTERNAL MEETING ROOMS X 4	24
SOCIAL AREA SEATS	47
<b>WORK SPACE TOTAL SEATS</b>	<b>221</b>



Indicative only. Not to scale.

FITZROY STREET

# Spaceplan Media/Creative



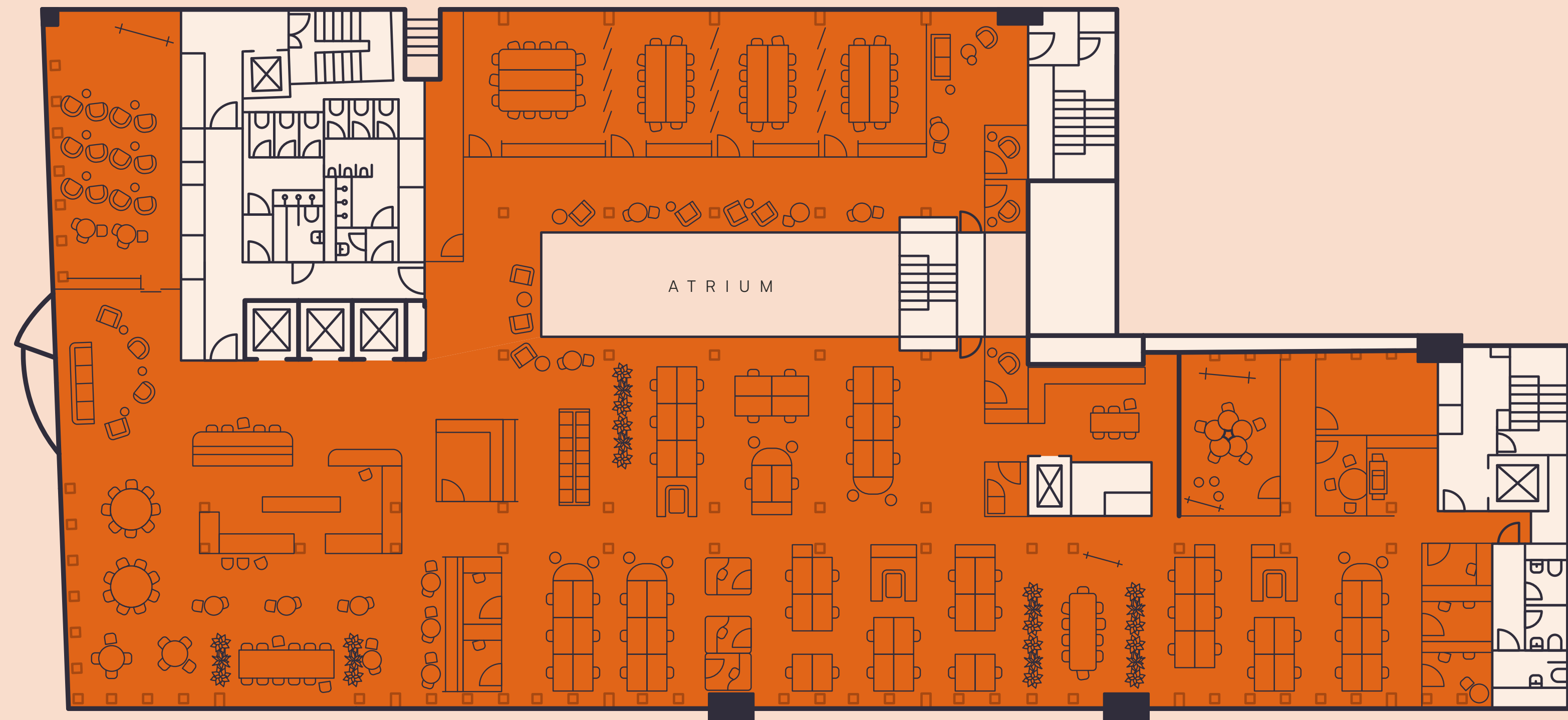
CLEVELAND MEWS

OFFICE SPACE

ON FLOOR OCCUPANCY  
 1:6 208 PERSONS  
 1:8 156 PERSONS  
 1:10 125 PERSONS

	TOTAL SEATS
OPEN PLAN DESKS / DOCKING STATIONS	62
OFFICES / QUIET ROOMS X 12	15
INTERNAL MEETING ROOMS X 4	35
OPEN COLLABORATION & DROP IN X 7	32
<b>WORK SPACE TOTAL SEATS</b>	<b>144</b>
12 SEAT FUNCTION ROOM X 3	36
14 SEAT FUNCTION ROOM X 1	14
SOCIAL AREAS	72
<b>OVERALL TOTAL SEATS</b>	<b>266</b>

HOWLAND STREET



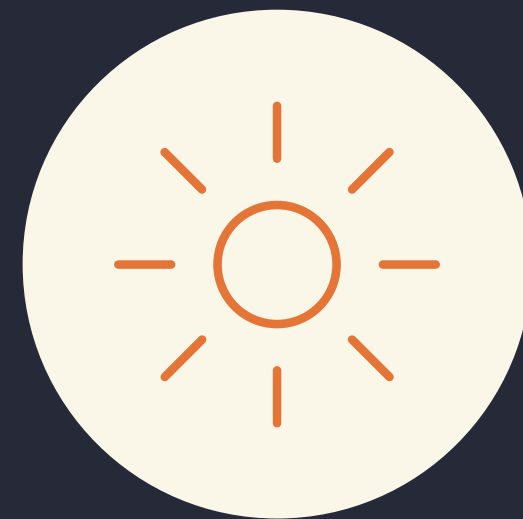
FITZROY STREET

Indicative only. Not to scale.

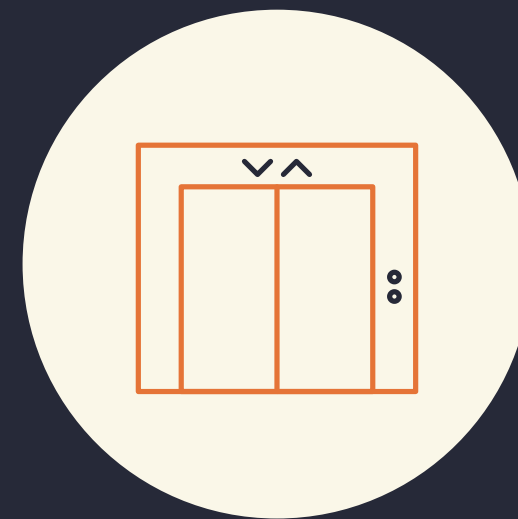
# Summary specification



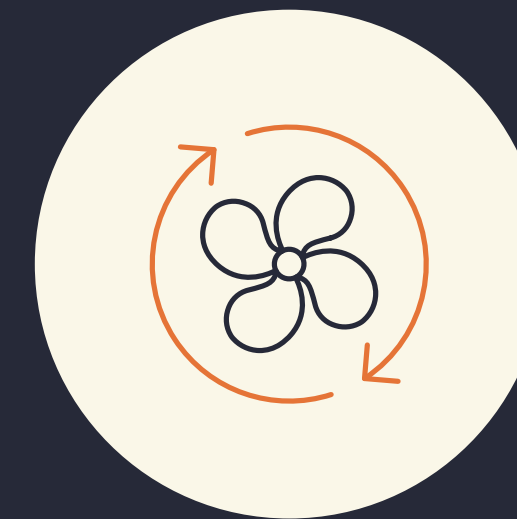
OCCUPATIONAL DENSITY  
OF 1:8 PER SQ/M



ISLAND SITE MAXIMISES  
NATURAL LIGHT



1 X 13 PASSENGER LIFT  
2 X 10 PASSENGER LIFTS



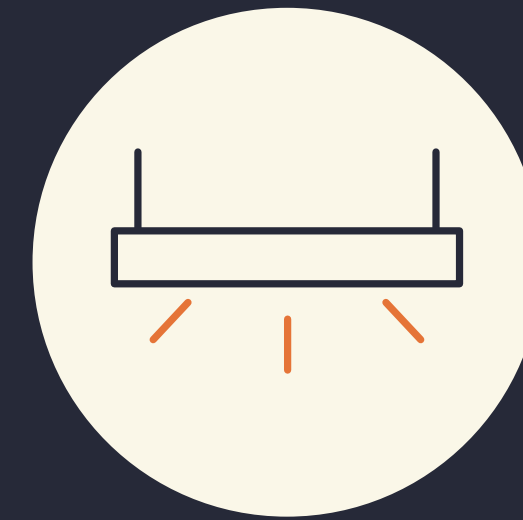
EXPOSED 3 PIPE  
REFRIGERANT BASED  
VARIABLE FLOW SYSTEM



RAISED FLOORS  
WITH FLOOR VOID  
OF 150MM



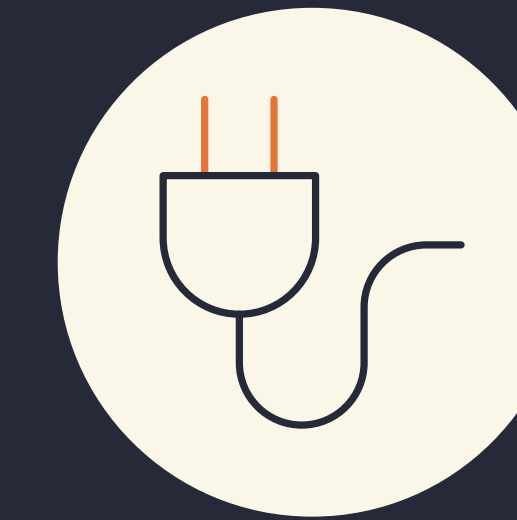
SEVENTH FLOOR COMMUNAL  
TERRACE AND FIFTH FLOOR  
PRIVATE TERRACE



LED LIGHTING



CYCLE PARKING



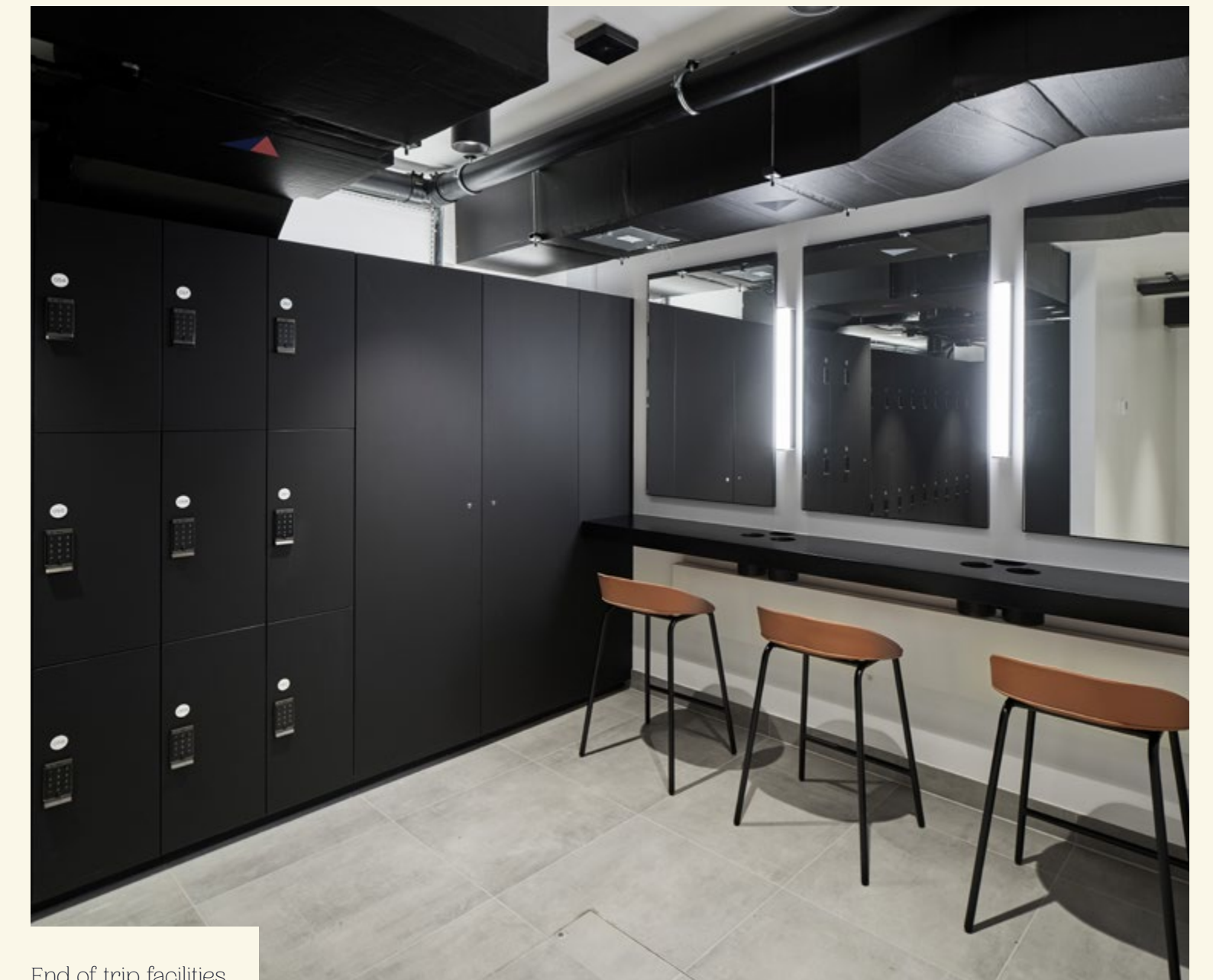
ELECTRIC  
CHARGING STATIONS



SERVERY IN CENTRAL ATRIUM  
ON LOWER GROUND FLOOR



Cycle storage



End of trip facilities



End of trip facilities

# Highly certified — Sustainability at 15 Fitzroy

Designed and refurbished with sustainability in mind, 15 Fitzroy has achieved a “BREEAM Refurbishment and Fit-out (RFO) — Outstanding” certification at design stage, while also receiving a “WELL v2 Core Gold” certification.

## Helping to reduce water consumption

Low flow fittings, WCs & basins reduce water consumption across the building help to reduced water consumption by 59.45% compared to BREEAM baseline — alongside greywater harvesting and use in shower and changing facilities.

## Embodied Carbon

The overall embodied carbon assessment at stage 4 is 318 kgCO<sub>2</sub>e/m<sup>2</sup> GIA (LETI A [A1-A5]). The current assessment better the “LETI 2020” and “GLA Aspirational” targets for embodied carbon A1-A5.

## Energy

All Electric and future-proof for when the grid further decarbonises, with potential for net zero carbon in the future through improved energy use (NABERS).

## 15 FITZROY IN NUMBERS

40% ↓

THROUGH REFURBISHMENT THE SCHEME IS TARGETING A 40% EMBODIED CARBON REDUCTION, WHEN COMPARED TO NEW BUILD

95%

OF THE EXISTING STRUCTURE (BY AREA) IS RETAINED THROUGH REFURBISHMENT

47% ↓

CARBON SAVING USING SAP10 NUMBERS FOR CURRENT REFURBISHED BUILDING AT DESIGN AND PLANNING STAGES

Based on Building Regulations Part L modelling methodology

APPROXIMATELY

60% ↓

REDUCTION IN WATER CONSUMPTION COMPARED TO BREEAM BASELINE

Figures reflect the design stage, not the implemented scheme. These will be confirmed at PC

Delivered by  
the professional team



A DEVELOPMENT BY



[DWS.COM](https://www.dws.com)

ARCHITECT

SQUIRE &  
PARTNERS

[SQUIREANDPARTNERS.COM](https://www.squireandpartners.com)

DEVELOPMENT MANAGER



[M3C.CO.UK](https://www.m3c.co.uk)

MECHANICAL & STRUCTURAL ENGINEER

ARUP

[ARUP.COM](https://www.arup.com)

# 15 fitzroy

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15FITZROY.LONDON

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