

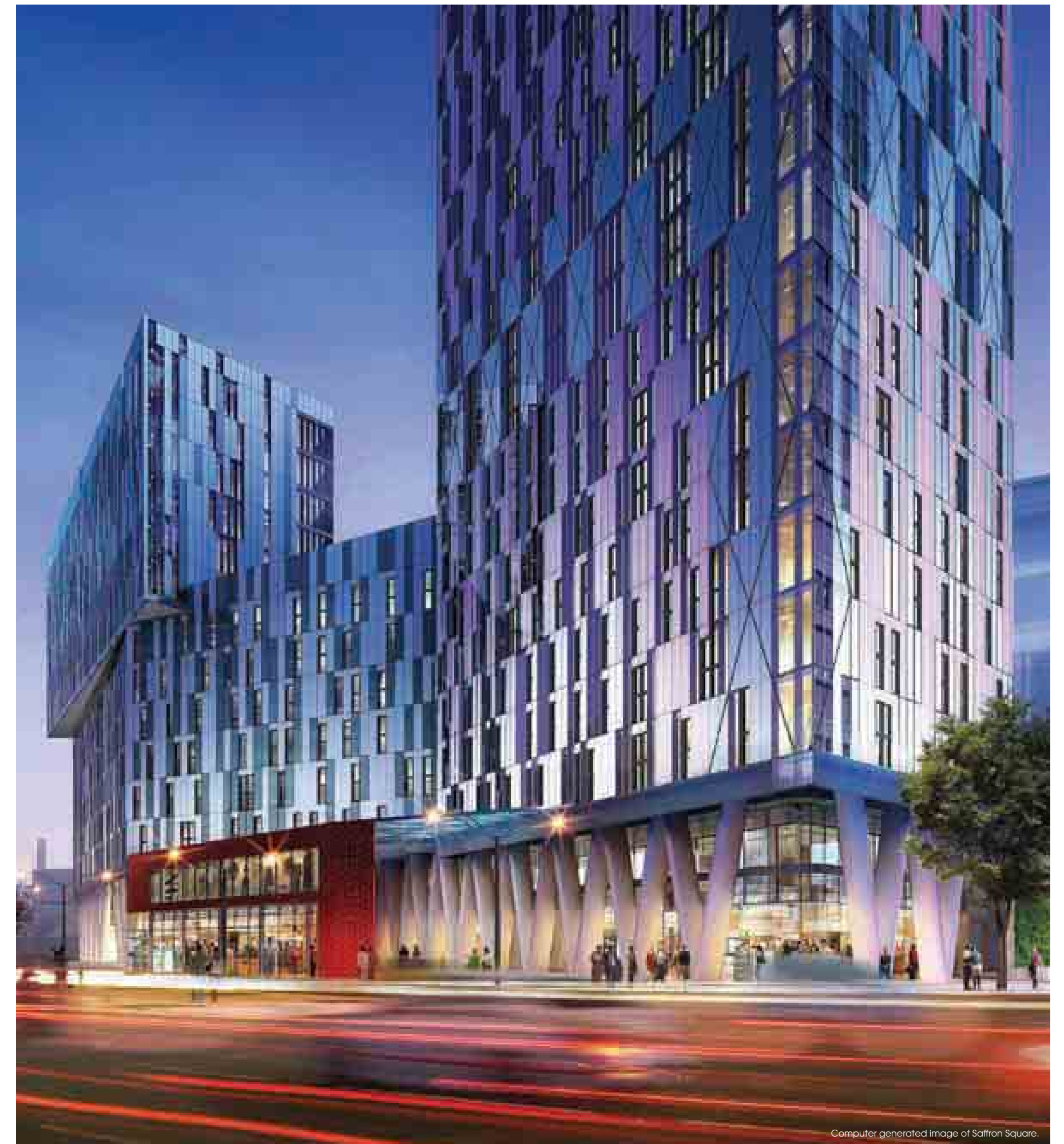


SAFFRON
SQUARE
CROYDON

Saffron Square is designed to mark the regeneration of Croydon. The centrepiece of the development, a tower that breaks with the existing cluster of tall buildings, will signify a new beginning for Croydon. This landmark development features 719 private residential suites, 1, 2 and 3 bedroom apartments.

Apartments within the iconic 45 storey tower, clad in muted tones of pinks and mauves to represent an image of a crocus flower, will benefit from floor to ceiling glazing, offering unrivalled stunning views across the Croydon skyline and beyond.

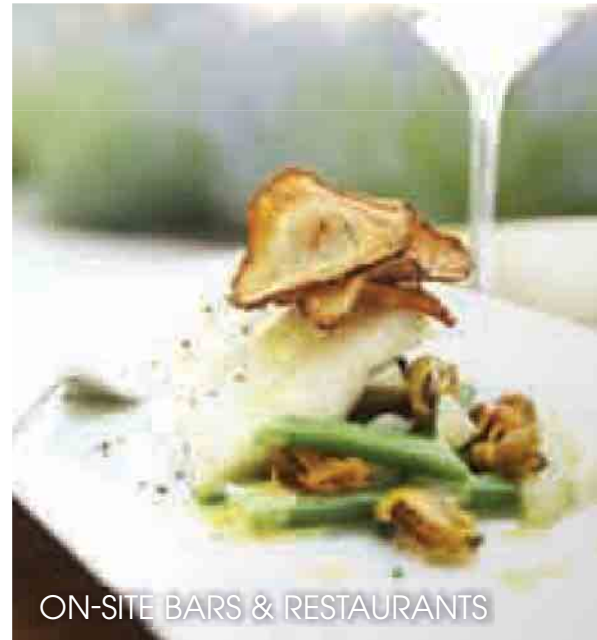
At the heart of Saffron Square is a new landscaped public square with contemporary water features flanked by cafés, bars, shops, a gym and office space. This high quality open space will offer a safe and attractive environment for people to engage, rest and play.



Computer generated image of Saffron Square.



A VIBRANT NEW DESTINATION



ON-SITE BARS & RESTAURANTS



SUPERB CONNECTIONS



ON-SITE GYM



LANDSCAPED WATER FEATURES



CONTEMPORARY INTERIORS

Saffron Square combines the vibrancy of city centre living with a sensitively planted landscaped environment. The landscaped heart of Saffron Square with its planting and water feature will provide a welcome focus for the new quarter and for Croydon as a whole.



Computer generated image of Saffron Square.

CROYDON: THE THIRD CITY FOR LONDON



CITY OF LONDON

The Square Mile of the City of London is the financial hub of Europe, if not the world. Banks and financial institutions of all kinds are here, along with the many smaller businesses that support them. The City of London can be reached within 13 minutes* with Croydon's direct link into London Bridge.



WESTMINSTER

The city of government and administration, Westminster includes the West End with its theatreland, shopping and nightlife. Westminster is within easy reach of Croydon, with a short 19 minute* rail journey from East Croydon station.



CROYDON

With its visionary architecture, its wealth of business opportunities and range of entertainment facilities, Croydon can already rival many of the larger cities in the UK. Saffron Square will help confirm its status as potentially London's third great city, and offer a realistic and cost effective alternative to the existing business centres.



A BOLD VISION FOR CROYDON

A masterplan for regeneration has been created so that Croydon retains its title of having the largest office space in the South East, excluding Central London.



Computer generated image and landscaping indicative only.

The Masterplan

The regeneration programme includes a strategy by Croydon Council to transform the Croydon Metropolitan Centre into a world class sustainable city centre with a huge range of sports, entertainment and leisure facilities as well as new homes and a wealth of new business premises.

Wellesley Road

This masterplan seeks to unlock pedestrian movement by transforming the Wellesley Road into a world class urban space. Saffron Square is an integral part of the Wellesley Road Masterplan and identified as an 'urban room' within the enhanced public realm. The masterplan will reunite the eastern and western sides of the metropolitan centre, which are currently divided by the dual carriageway, into a consolidated thriving hub of activity.



Wellesley Road. Image supplied by Croydon Council, courtesy OKRA Landscape Architects.

West Croydon

The West Croydon Masterplan focuses on West Croydon Station and its surrounding area. It will deliver a new station and a transport interchange including a transformed and well connected public realm.

East Croydon

East Croydon Station is the busiest station in Britain outside Central London, due to its excellent rail links with Gatwick Airport, London Victoria and London Bridge. The East Croydon Masterplan will tie together various development proposals in the vicinity of the station and deliver an improved transport interchange and railway station, enhanced public realm and a pedestrian footbridge.

Mid Croydon

The Mid Croydon Masterplan covers eight hectares in the heart of Croydon. This will incorporate new council offices - and significant public realm improvements to enhance the setting of the existing heritage assets.

College Green

Finally, the vision for the masterplan at College Green is to develop a learning and cultural quarter including a mixture of residential, retail and leisure uses. The aim is to create a vibrant, sustainable environment that establishes College Green as the destination for entertainment and creativity.

WHERE BUSINESS TAKES SHAPE



The Key Points

- Croydon is the largest financial and retail centre outside the City of London with a population approaching a third of a million. It currently has £3.5 billion of commercial investment underway or in the pipeline, underpinned by five innovative and joined up masterplans.
- As a main transport hub, with one of the busiest public transport interchanges in the UK, Croydon is a flourishing area for start up enterprises and global businesses.
- With its proximity to London, a highly skilled workforce and superb office accommodation, Croydon has long been a popular choice for business. It has a wide range of major employers and one of the areas principle strengths is the diversity of employment available.
- 42% of Croydon's workforce work within 5km of home.
- In 2007, Croydon was the London regional winner at the Enterprising Britain Awards and the first London Borough to achieve Fairtrade status.
- The Borough is now one of London's leading business, financial and cultural centres and its influence in entertainment and the arts contribute to its status as a major metropolitan centre.
- The town centre has a commercial office development pipeline of over 8 million sq ft.

Many global and FTSE companies have their UK or European headquarters in Croydon including;

American International Group (AIG)

Nestlé | Direct Line | Lloyds TSB

Liberata | Institute of Public Finance | BT

Real Digital International | Virgin Media

Superdrug | Pegasus | Mott MacDonald

The Home Office UK Border Agency

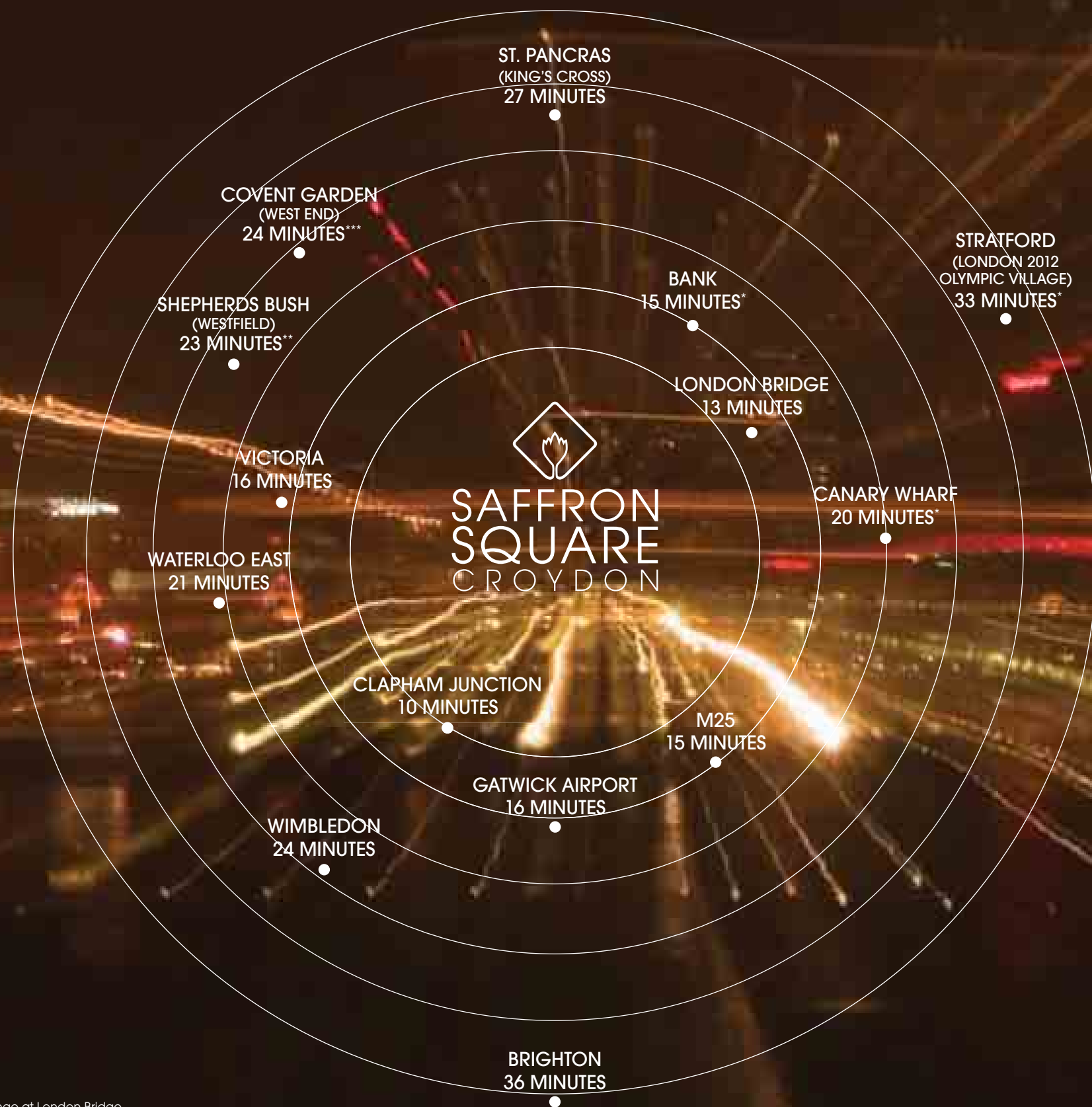
The Royal Bank of Scotland | Merrill Lynch

Balfour Beatty ... plus many more.





PERFECTLY PLACED FOR CONNECTIONS



* Change at London Bridge
 ** Change at Clapham Junction
 *** Change at Victoria and Green Park
 All times are approximate. Source: www.tfl.gov.uk



Bank (The City)
15 minutes



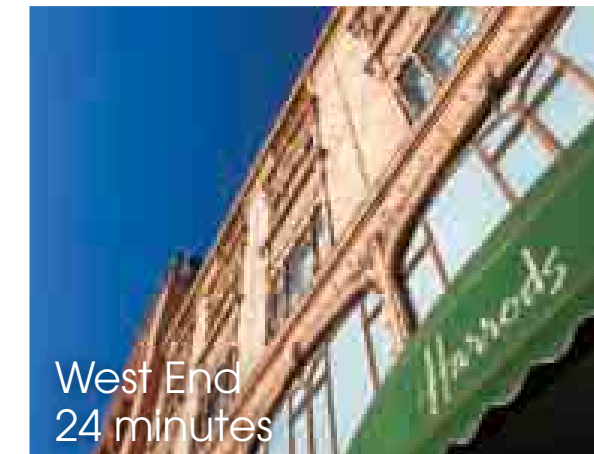
Gatwick Airport
16 minutes



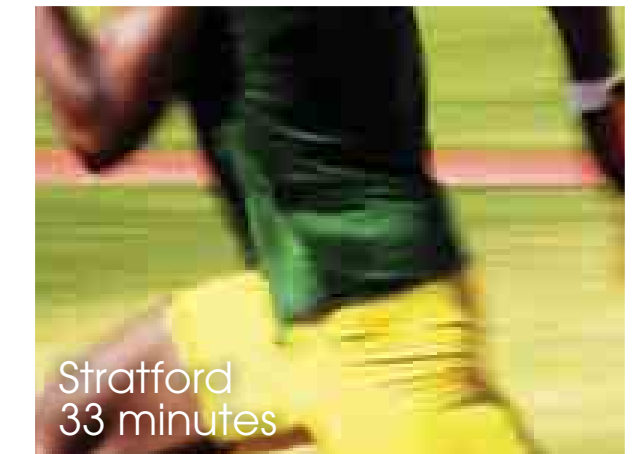
Victoria
16 minutes



Canary Wharf
20 minutes



West End
24 minutes



Stratford
33 minutes

- Regular rail services operate to the West End, the City and Gatwick Airport, all in under 20 minutes.
- In terms of arrivals and departures East Croydon is one of the busiest public transport interchanges in the UK.
- Croydon is home to London's only tram network which transports over 20 million people annually.



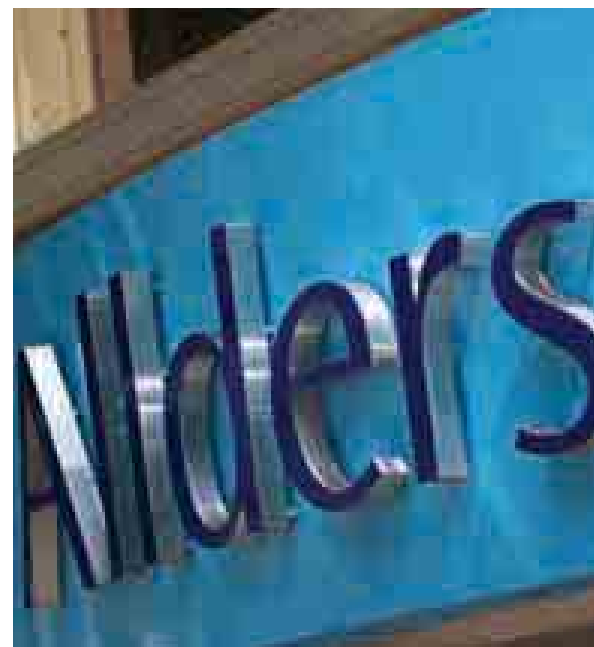
In 2010, a direct London Overground link was created from West Croydon to East London via Canada Water for Canary Wharf in time for the arrival of the London Olympics in 2012.

In addition to this, East Croydon has fast, convenient links to Victoria and London Bridge, providing direct connections to the London Underground network.

- St. Pancras Station can be reached in 27 minutes, for fast rail links into Europe.
- There are over 20 bus routes to and from central Croydon, forming part of the London Bus network.
- The London Orbital M25 is easily accessible via the A23 and the M23 provides a direct link to Gatwick Airport, Brighton and the South of England.



A RETAIL DESTINATION LIKE NO OTHER



Croydon is the 4th largest retail centre in London with over £1 billion being spent there every year. It is one of the biggest retail centres in the UK with over 230,000 sq m of retail space.

- Within five minutes walk* of Saffron Square are two of the UK's largest shopping centres.
- With over 140 shops, the Whitgift Centre boasts; Allders, Marks & Spencer and many other High Street names.
- With over 60 shops Centrale has a flagship House of Fraser store with a cosmopolitan food hall that includes Yo! Sushi.
- Purley Way provides a choice of DIY stores, an IKEA store and a new John Lewis Home store amongst others.

A WORLD OF DINING EXPERIENCES



Croydon offers a rich cultural diversity, which has produced a superb range of restaurants within easy reach of Saffron Square.

LE CASSOULET

020 8633 1818
www.lecassoulet.co.uk

MIRCH MASALA

020 8679 1828
www.mirchmasalarestaurant.co.uk

THE TREE HOUSE

020 8688 9837
www.treehousepeople.com

LA GALICIA

020 8686 0043
www.galiciarestaurant.co.uk

LITTLE BAY RESTAURANT

020 8649 9544
www.littlebay.co.uk

IL PONTE

020 8686 1112
www.ilponte.co.uk

FISH & GRILL

020 8774 4060
www.fishandgrill.co.uk

ALBERT'S TABLE

020 8680 2010
www.albertstable.co.uk

BAR RED SQUARE

020 8688 1020
www.barredsquare.co.uk

BAGATTI'S

020 8686 9649
www.bagattis.com

- Croydon's South End offers a choice of cuisine from South Africa and Argentina to the Far East and India.
- Experienced chef Malcolm John has opened Le Cassoulet, a restaurant hotly tipped for a Michelin star. Le Cassoulet won 'Time Outs' Best London Restaurant 2008.
- Bars and restaurants are busy every night of the week, popular with residents and the businesses located in the town centre.

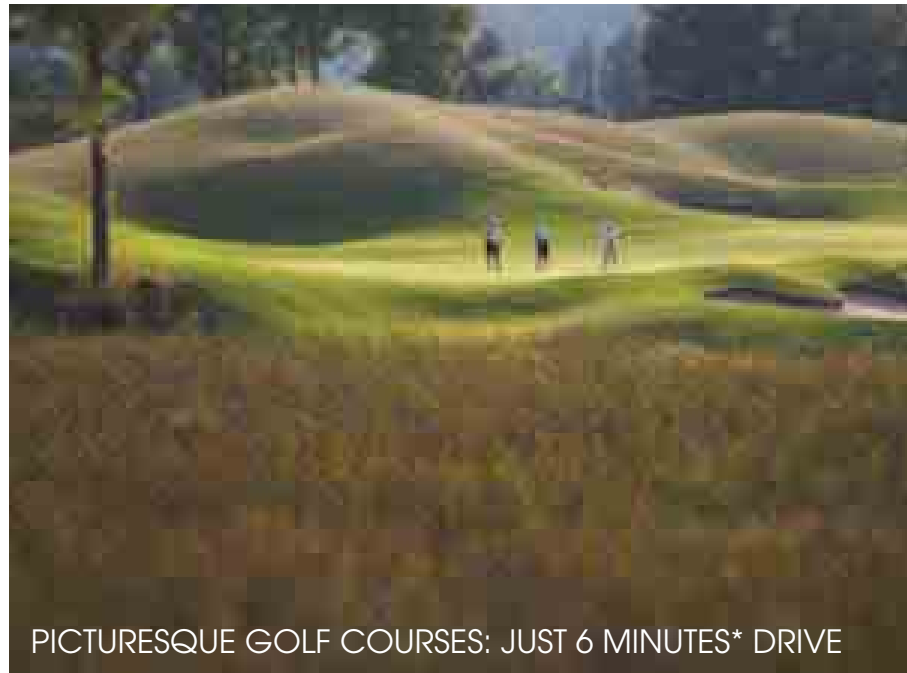


AT YOUR LEISURE...

- With over 300 parks, Croydon is London's greenest Borough with 32% of its area being open space. It has seven Green Flag parks and is a silver class winner of the prestigious RHS Britain in Bloom 2009 award.
- The famous Fairfield Halls seats almost 1800 people and is home to music concerts, theatre and entertainment.
- Sporting facilities include a wealth of gyms in the town centre with a Virgin Active at The Grant Centre and high quality swimming facilities.
- Croydon Clocktower is an arts and cultural venue described by Time Out as 'The Jewel in Croydon's crown'. It is within a 5 minute walk* of Saffron Square.



CROYDON CLOCKTOWER: JUST 5 MINUTES* WALK



PICTURESQUE GOLF COURSES: JUST 6 MINUTES* DRIVE



WANDLE PARK: JUST 13 MINUTES** WALK

*All times are approximate. Source: www.theaa.co.uk **Source: maps.google.co.uk



CRYSTAL PALACE OLYMPIC SIZED SWIMMING POOL: JUST 14 MINUTES* DRIVE

Croydon's combination of affordability and excellent transport links has made it a favourite for students studying at all the major London universities and colleges.

Croydon contains;

- 95 Primary Schools
- 21 Secondary Schools
- 4 Further Education Colleges



Croydon has an excellent educational record, with performance in exams well above the national average. Croydon is also home to the highly considered Whitgift Private School as well as the BRIT School for performing arts and technology.

King's College London
Journey time: 13 minutes

London South Bank
Journey time: 17 minutes

London School of Economics and Political Science
Journey time: 21 minutes

University of Westminster
Journey time: 21 minutes

City University London
Journey time: 21 minutes

Imperial College London
Journey time: 22 minutes

University of East London
Journey time: 27 minutes

Queen Mary University of London
Journey time: 30 minutes

University College London
Journey time: 33 minutes

London Metropolitan
Journey time: 37 minutes



CENTRAL TO LIVING: TO SUIT ALL LIFESTYLES



Computer generated image of Saffron Square.



MAKING AN ENTRANCE



Computer generated image of Saffron Square.



Concierge at City Quarter, London

- Saffron Square has a welcoming and spacious five star hotel-style entrance lobby and provides the excellent levels of security that you would expect from a development by Berkeley Homes.
- Entry to all apartments will be gained via an electronic entry phone system.
- There will be the security and convenience of a 24-hour concierge service.
- Secure underground parking is available.

THE PLACE TO ENJOY LIVING



STATE-OF-THE-ART WELLNESS CENTRE

- Residents can experience a state-of-the-art wellness centre, with a superbly equipped gym.
- Over 22,000 sq ft of mixed commercial, retail and leisure space which will surround a 1 acre public square with striking water features.
- A 24-hour concierge service will provide a welcoming reception for residents.
- The reception area will also be home to a residents' business centre, for internet access or for that essential meeting.



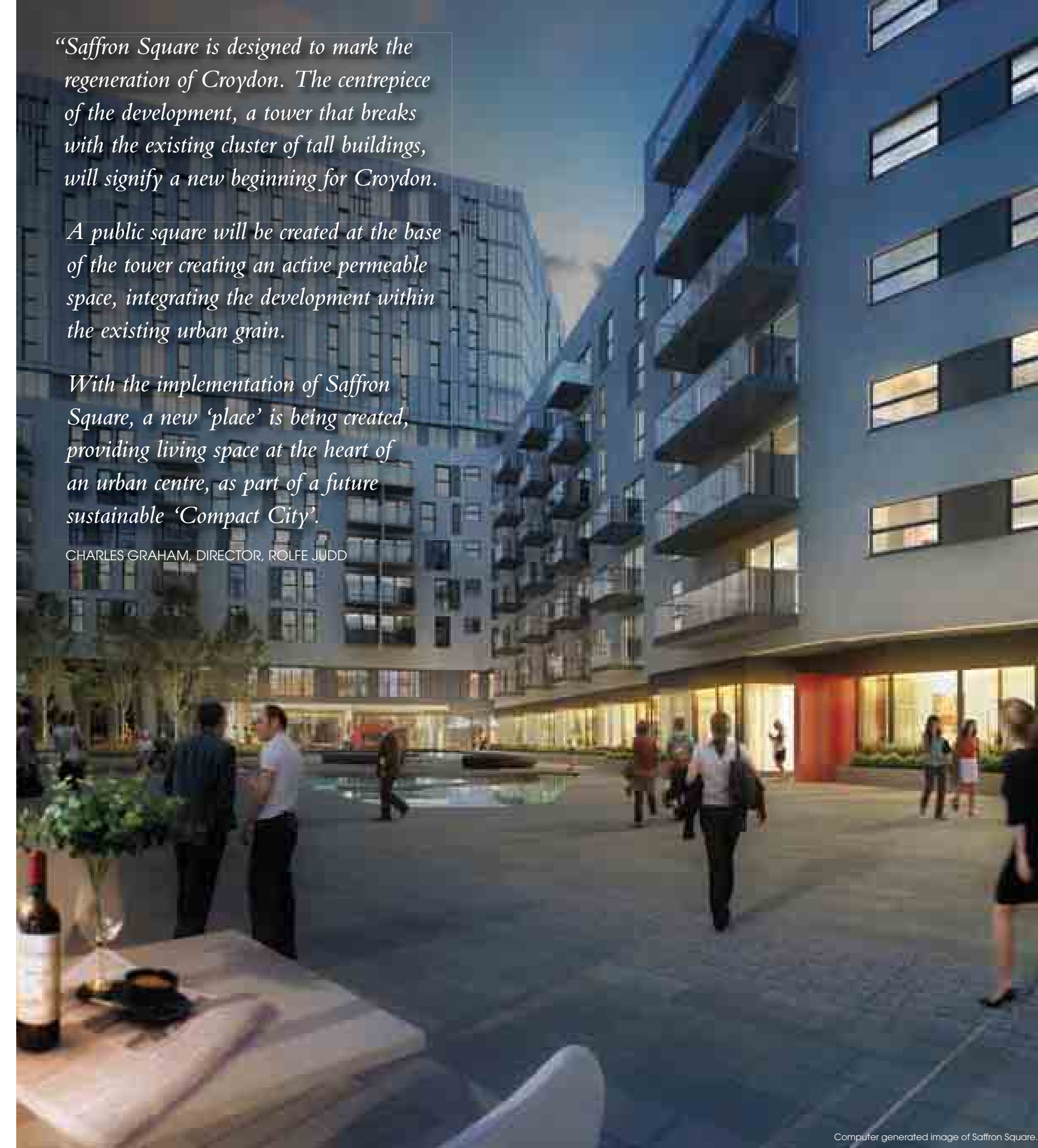
24 HOUR CONCIERGE

“Saffron Square is designed to mark the regeneration of Croydon. The centrepiece of the development, a tower that breaks with the existing cluster of tall buildings, will signify a new beginning for Croydon.

A public square will be created at the base of the tower creating an active permeable space, integrating the development within the existing urban grain.

With the implementation of Saffron Square, a new ‘place’ is being created, providing living space at the heart of an urban centre, as part of a future sustainable ‘Compact City’.

CHARLES GRAHAM, DIRECTOR, ROLFE JUDD



Computer generated image of Saffron Square.



STYLISH INTERIORS, QUALITY DESIGN

Saffron Square complements its stylish exterior with interior design that is equally chic.

Berkeley Homes are renowned for quality. Generous spaces are combined with the very best materials and fittings throughout. High standards of traditional craftsmanship are combined with high levels of technical expertise and cutting-edge design, ensuring comfort and durability as well as exceptional style.



Typical Berkeley Homes Interior.



Computer generated image of an exterior of Saffron Square.



Typical Berkeley Homes Interior.

CONTEMPORARY INTERIORS



Apartments are both striking and contemporary in design with features that include sleek and efficient individually designed kitchens, spacious open plan living areas and high quality fixtures and fittings.

Saffron Square apartments will have built in appliances. Heating and lighting systems will reflect the demands of modern living as well as the need to reduce energy use and carbon emissions.

TEN OUT OF TEN



01

Saffron Square is the first stage of the major regeneration of Croydon.

02

Within walking distance of both East and West Croydon rail and London Overground stations.

03

Fast, convenient and direct links to the City, London Victoria (for the West End) and Canary Wharf.

04

Croydon is home to many national and international business headquarters.

05

Suites, one, two and three bedroom apartments provide a prime opportunity for investors.

06

With many of London's best universities so close, there is a world of choice for education.

07

A wealth of choice on your doorstep, with superb restaurants, bars and culture close at hand.

08

Two of London's largest shopping centres, both within a five minute walk* from Saffron Square.

09

A new public realm for Croydon, with a landscaped piazza and space for retail.

10

State-of-the-art, iconic design by award-winning architects, Rolfe Judd.

WHY CHOOSE BERKELEY HOMES?

Founded in 1976, Berkeley Homes is now one of the UK's leading property developers, specialising in high quality housing, socially responsible schemes, mixed-use and urban regeneration projects.

The Berkeley Group Holdings is listed on the London Stock Exchange (LSE:BKG) and is a constituent of the FTSE 250 index.

The Berkeley Group has an unrivalled understanding of the home building market and the financial strength to deliver its pioneering approach to land development. Our management structure and highly autonomous and diverse companies allow us to take advantage of all development opportunities and quickly react to the changing needs of the market.

Our vision is to build award-winning homes of outstanding quality, which exceed expectations on all levels. We also make a vital contribution to the landscape, to the communities we help to create, and to the environment, through our commitment to excellence in design, sustainability, and addressing the needs of our customers and our neighbours. In essence we create exceptional places to live.



Royal Arsenal, London SE18.



Barnes Waterside, London SW13.



St George Wharf, London SW8.



Gunwharf Quays, Portsmouth Harbour.



SETTING STANDARDS TABARD SQUARE, LONDON SE1



At Saffron Square the aim is to repeat the success achieved at the multi award-winning Tabard Square development. Rolfe Judd the renowned architects who designed Tabard Square have been appointed again and are set to build on this success. The parallels between the developments are clear to see, both schemes feature a public landscaped square, striking architecture and a landmark building.

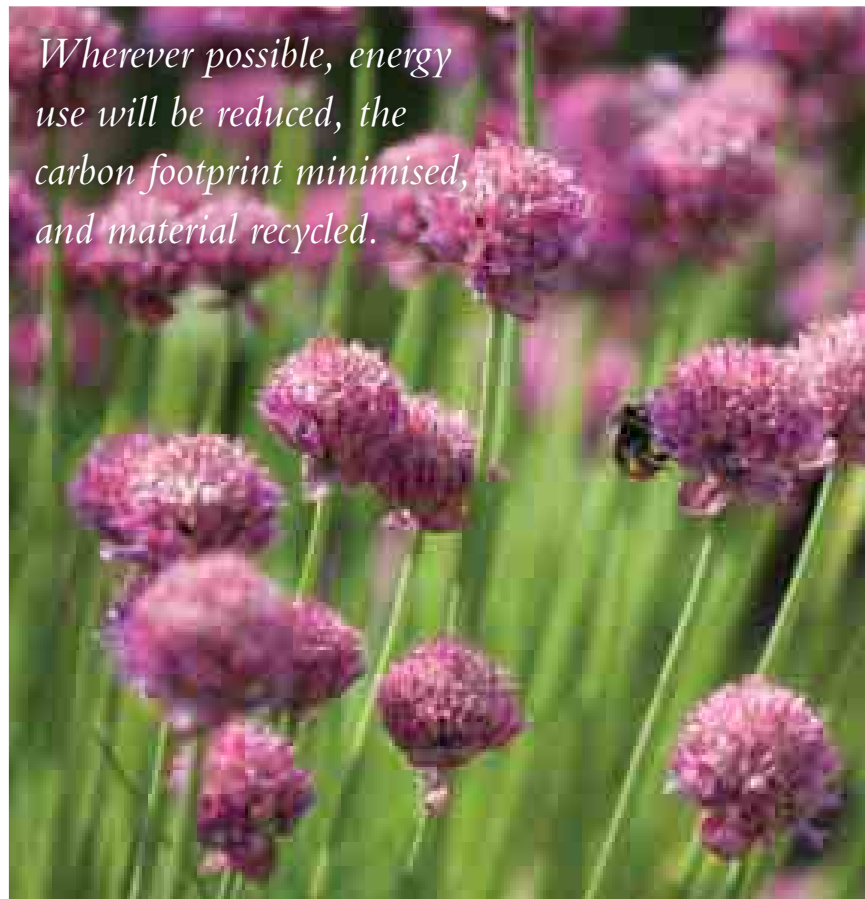
AWARDS

- Housing Building Innovation Awards 2006 - Best Design Initiative
- Housing Design Awards - Overall Winner 2007
- Evening Standard New Homes Awards - Highly Commended 2007
- Building Awards 2008 - Major Housing Project of the Year
- Civic Trust Award 2008 - Commendation
- Building for Life - Gold Standard 2008

PUTTING SUSTAINABILITY FIRST



- Saffron Square will spearhead the regeneration of Croydon.
- This will make a positive contribution to the long-term physical, social and economic fabric of the community.
- An energy efficient building fabric will be used to reduce heat loss to all properties.
- A combined heat and power generation plant will be provided on site, this will be sufficient to reduce carbon dioxide emissions by more than 30%.
- Saffron Square will be managed with sustainability and ecological responsibility as a key focus at every stage.
- Sustainable building technologies will be utilised to reduce waste generation on site.
- The development will be built in accordance with best practice set out within the Considerate Contractors Scheme and Construction Environmental Management Plan.
- Low energy external lighting will be provided throughout the development.
- Secure bicycle storage is provided for each property.



Wherever possible, energy use will be reduced, the carbon footprint minimised, and material recycled.



*Croydon = 'Saffron Valley' *
'Saffron Valley'. L. Crocus sativus, the autumnal crocus, was introduced by the Romans. Although it was probably successfully established as an invasive species, it was re-named 'saffron' (Arabic za'fran, [def.] az-za'fran) when it was re-introduced to Western Europe by Crusaders.'*

* From the Institute of Name Studies at the University of Nottingham.



Maps not to scale.



DIRECTIONS

From the M25, take Junction 7 for the M23. As the M23 merges into the A23 follow signs for Purley & Croydon. Take the A232 to your right at Purley Cross. Turn left at the Fairfield Hall roundabout onto the A212 Wellesley Road. Saffron Square is located on the right hand side, a short distance past the Whitgift shopping centre.

Saffron Square is also a short walk from both West Croydon and East Croydon stations.

Call +44 (0)208 774 9888

saffronsquare@berkeleygroup.co.uk

www.saffronsquare.co.uk

The information in this document is indicative and is intended to act as a guide only as to the finished product. Accordingly, due to Berkeley Homes' policy of continuous improvement, the finished product may vary from the information provided. These particulars should not be relied upon as accurately describing any of the specific matters described by any order under the Property Misdescriptions Act 1991. This information does not constitute a contract, or warranty.



Berkeley
Designed for life

The dimensions given on plans are subject to minor variations and are not intended to be used for carpet sizes, appliance sizes or items of furniture. Saffron Square is a marketing name and will not necessarily form part of the approved postal address. Applicants are advised to contact the developer's agent to ascertain the availability of any particular property so as to avoid a fruitless journey. Correct at time of going to press. E448/08CA0610