

A GUIDE TO CITY ROAD AND
THE SURROUNDING AREA

Insiders
FUTURE PLAN
& CROSSRAIL

Guide

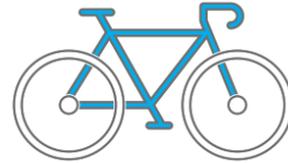


OLD STREET ROUNDABOUT



IMPROVEMENTS TO 'SILICON' ROUNDABOUT

- 1 North-western arm of the roundabout to be closed creating new public space
- 2 New station access
- 3 Segregated cycle lanes
- 4 New cycle parking provisions
- 5 5 new pedestrian crossings
- 6 Widened 24-hour bus lane



IMPROVEMENTS FOR CYCLISTS AT OLD STREET

Segregated cycle lanes on all arms of the new junction and cycle-only signals will improve cycle safety on this route.

1/3

of rush hour traffic is from cyclists



P

New cycle parking and Santander Cycle Hire facilities



IMPROVEMENTS FOR PEDESTRIANS AT OLD STREET

North-western arm of the roundabout turning into a new peninsula, access is much safer for pedestrians.

5

new surface level pedestrian crossings added to the junction



Wider footways and removing unnecessary street furniture



FUTURE PLAN & CROSSRAIL



Computer generated image of the iBasin, indicative only.



COMMERCIAL OPPORTUNITIES AT 250 CITY ROAD

78,000 sq ft

of cutting edge office space and commercial space, ideal for forward thinking companies in the area known as 'Tech City'.

36,600 sq ft

of new cafés, bars and restaurants will overlook a central plaza.



Computer generated images of 250 City Road, indicative only.

250 CITY ROAD SITS AT THE HEART OF A £1BILLION REGENERATION PROJECT THAT NOT ONLY CEMENTS ITS OWN PLACE ON THE LONDON MAP, BUT PUTS THE REST OF THE CAPITAL AND BEYOND FIRMLY WITHIN ITS REACH.

As part of a substantial overhaul of a once overlooked corner of central London, the area around 250 City Road is witnessing an explosion of investment and regeneration that further boosts the location's desirability.

The Crossrail development will deliver the Elizabeth Line, shrinking journey times across London and beyond. Its station at Farringdon, only an 18-minute walk, will make the journey time to Heathrow less than 40 minutes.

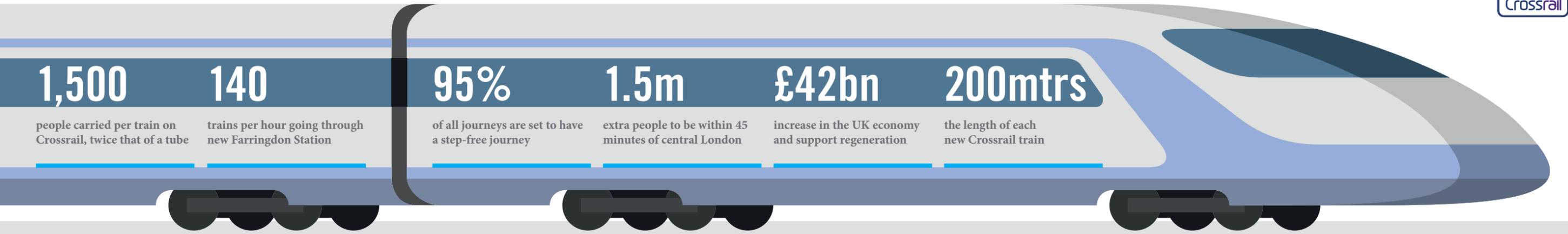
Silicon Roundabout, by Old Street station, is also set to be transformed into a pedestrian and bike-friendly square by 2018, building on the area's status as one of the world's biggest digital destinations.

iBasin LONDON'S MOST DYNAMIC NEW OFFICE SPACE

78,000 sq ft

of contemporary office space overlooking the City Road Basin. Situated at a pivotal point between Old Street, Angel and Clerkenwell, iBasin marks the next stage in City Road's transformation into one of London's most exciting new neighbourhoods in the heart of Tech City.

The information in this document is indicative only and is intended to act as a guide only. All travel times are approximate and are sourced from www.crossrail.co.uk and www.google.co.uk. Maps are not to scale and show approximate locations only. 250 City Road is a marketing name and will not necessarily form part of the approved postal address. Lifestyle photography is indicative only.



TRAVEL TIMES FROM FARRINGTON STATION

CROSSRAIL	CURRENT
TO TOTTENHAM COURT ROAD	21 MINS
TO WHITECHAPEL	21 MINS
TO PADDINGTON	24 MINS
TO CANARY WHARF	35 MINS
TO BOND STREET	24 MINS
TO HEATHROW T2 & T3	48 MINS
TO HEATHROW T4	1 HR 3 MINS

Source: London Underground - tfl.gov.uk Crossrail - www.crossrail.co.uk/route

WHAT YOU NEED TO KNOW

CROSSRAIL DUE TO OPEN IN 2019

- Crossrail services will commence on the central section by 2018, with a full service operating in 2019
- House prices could rise by 25% in central London†
- 40 Crossrail stations will exist over 21 London boroughs
- 102,000 passengers are estimated to use Crossrail stations each day
- GVA†† estimated in 2012 that Crossrail would generate 5.5 billion in added value to residential and commercial real-estate properties between 2012-2021†

† Source: sellhousefast.uk †† One of the largest commercial property advisers



250 | CITY ROAD LONDON EC1

Situated in the heart of Zone 1, 250 City Road is within walking distance of 'Tech City' and the 'Square Mile'.

Designed by renowned architects Foster + Partners, 250 City Road offers studios, 1, 2 and 3 bedroom apartments, with residences on the upper floors offering a spectacular, uninterrupted panorama of the Capital.

Outside, a little under two acres of beautifully landscaped green spaces including the Wi-Fi enabled Central Plaza which creates a sense of calm, connected and contemporary living.

250 City Road will host a range of cafés, restaurants, retail outlets and is set to become the new quarter in which to live, work and play.

www.250cityroad.co.uk

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