

15FITZROY.LONDON

*15fitzroy*

89,000 SQ FT OF SUSTAINABLE OFFICE  
SPACE IN FITZROVIA — DELIVERING Q1 2025

---

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

# One size *fits* all



— Discover —

89,000 sq ft sustainable office building with space available from 9,000 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

Computer Generated Image



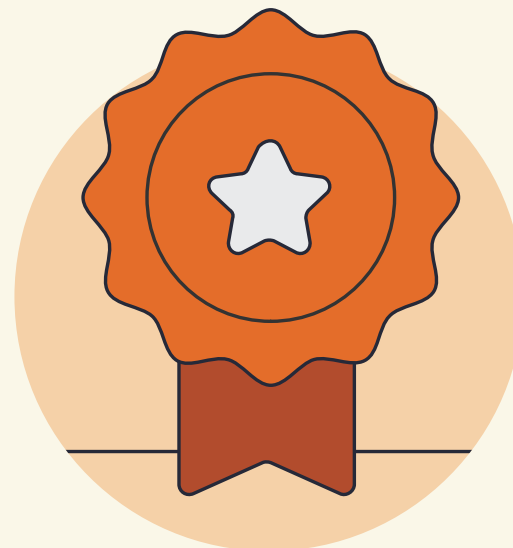


Atrium lounge and cafe area

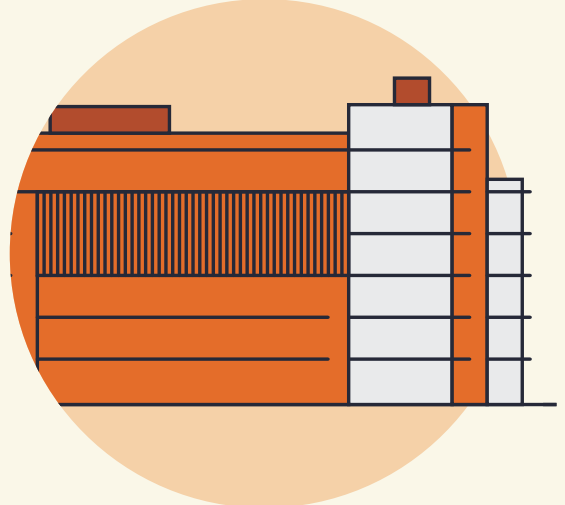
Computer Generated Image



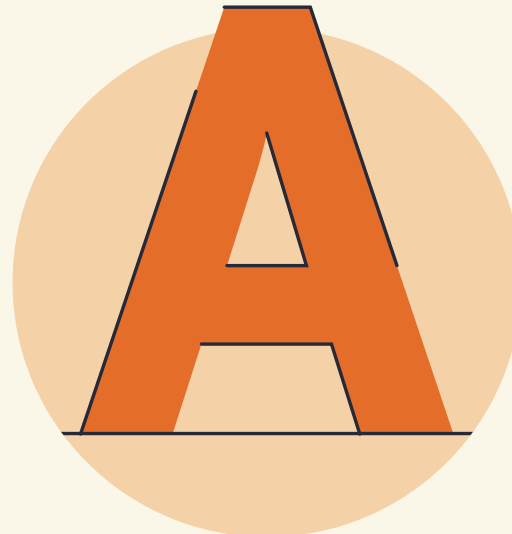
# 15 Fitzroy *at a glance*



HIGHLY CERTIFIED  
SUSTAINABLE BUILDING



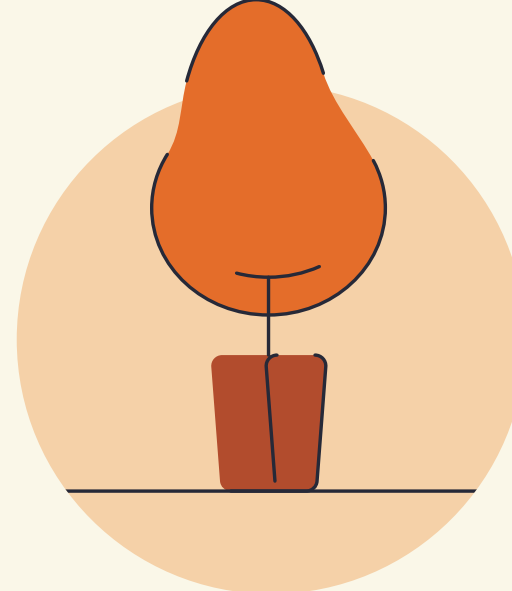
COMPREHENSIVE  
REFURBISHMENT AND EXTENSION  
OF EXISTING BUILDING



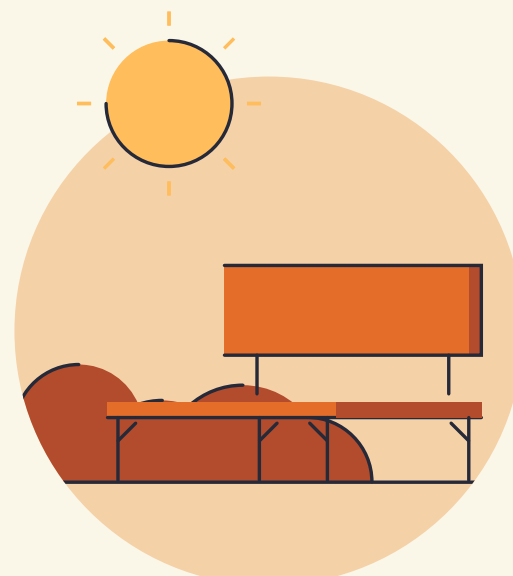
NEW GRADE A  
ACCOMMODATION



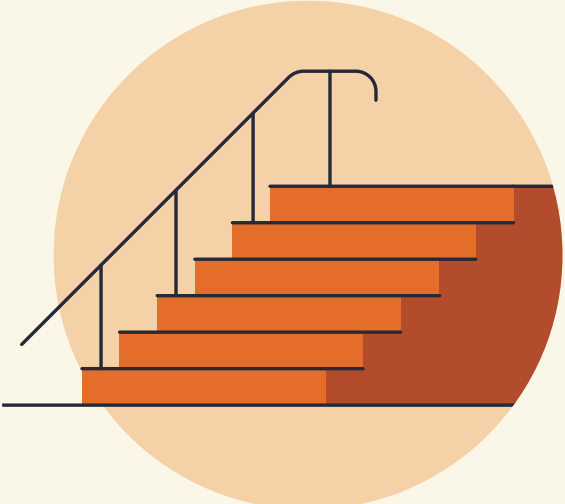
2,411 SQ FT ATRIUM LOUNGE  
AND CAFÉ AREA



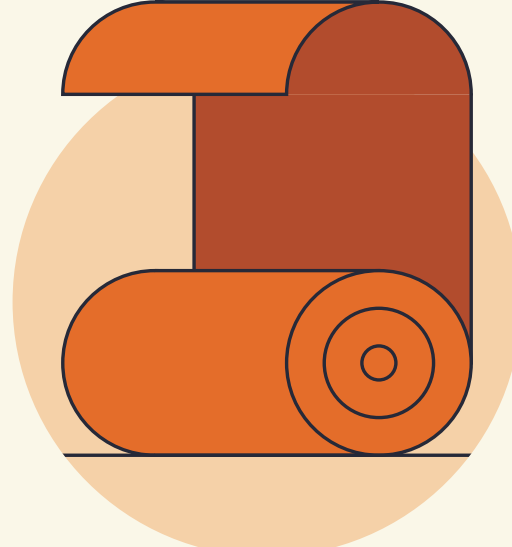
1,550 SQ FT COMMUNAL  
ROOF TERRACE



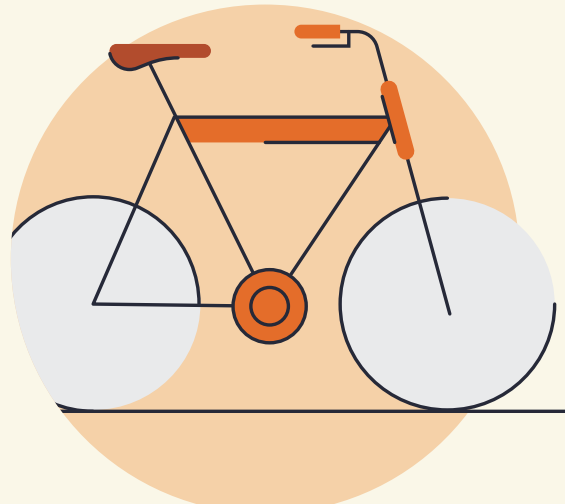
2,443 SQ FT FIFTH  
FLOOR PRIVATE TERRACE



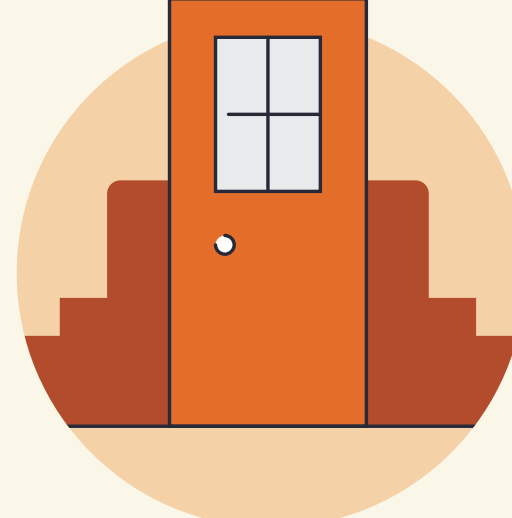
FEATURE STAIRCASE  
FROM LOWER GROUND  
TO THE FOURTH FLOOR



FLEXIBLE WELLNESS  
AND MEETING SPACE  
OF 560 SQ FT



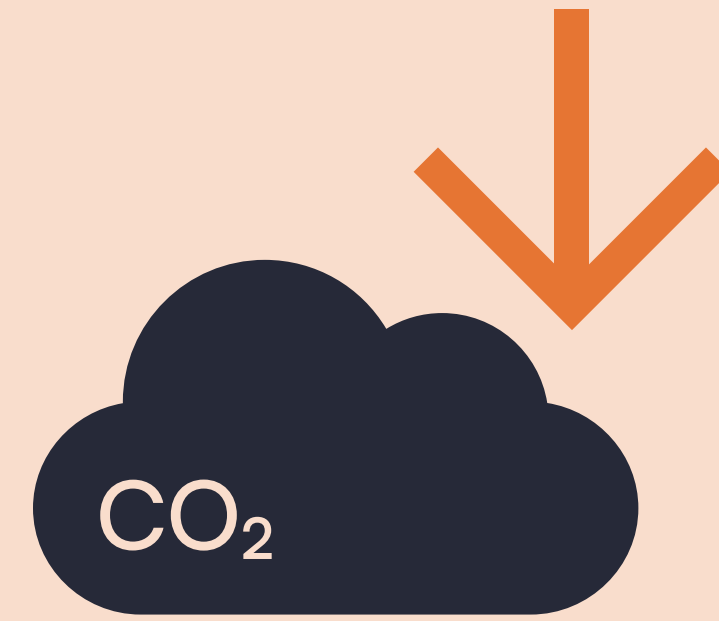
NEW END OF JOURNEY FACILITIES:  
143 CYCLE SPACES, 14 SHOWERS  
AND 153 LOCKERS



OPPORTUNITY FOR SELF  
CONTAINED ENTRANCE



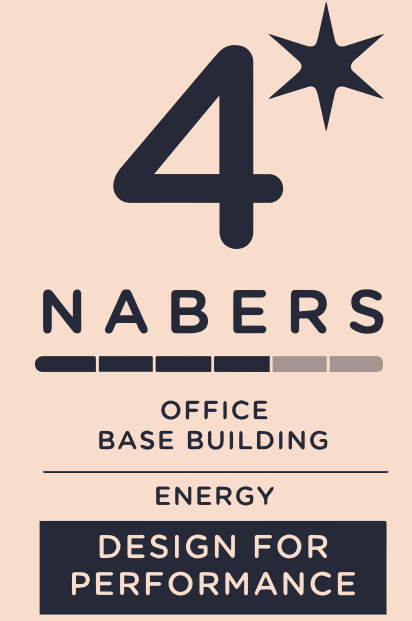
Office space *fitz* for the future



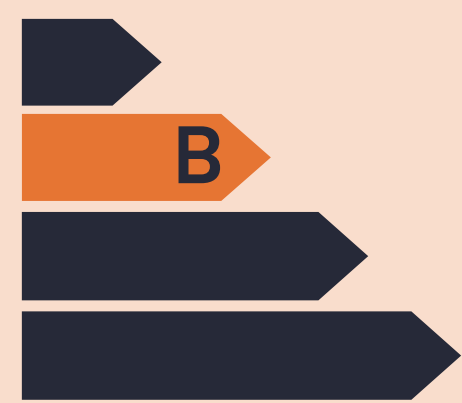
NET CARBON ZERO IN OPERATION ACHIEVABLE



WELL GOLD TARGETED



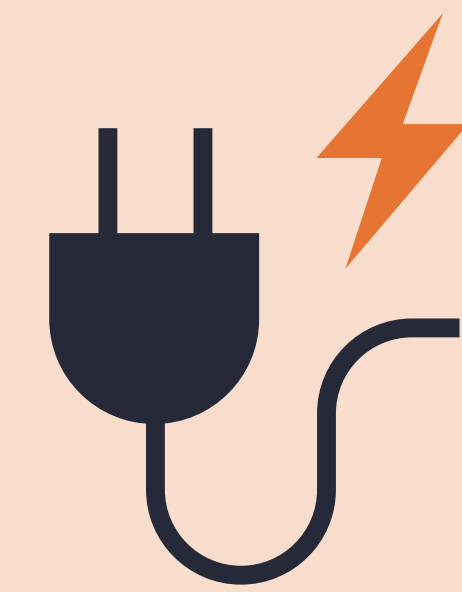
NABERS DESIGN REVIEWED TARGET RATING OF 4\*



RATING OF EPC B TARGETED

BREEAM®

BREEAM OUTSTANDING TARGETED



FULLY ELECTRIC BUILDING



WiredScore PLATINUM

WIREDSCORE PLATINUM





*15 fitzroy*

6th Floor Cleveland Corp  
5th Floor Fitz TECH  
4th Floor W.I.C  
3rd Floor Second Port  
2nd Floor Iglu  
1st Floor Bella Vita  
Ground Move Events

Reception & entrance lobby

Computer Generated Image

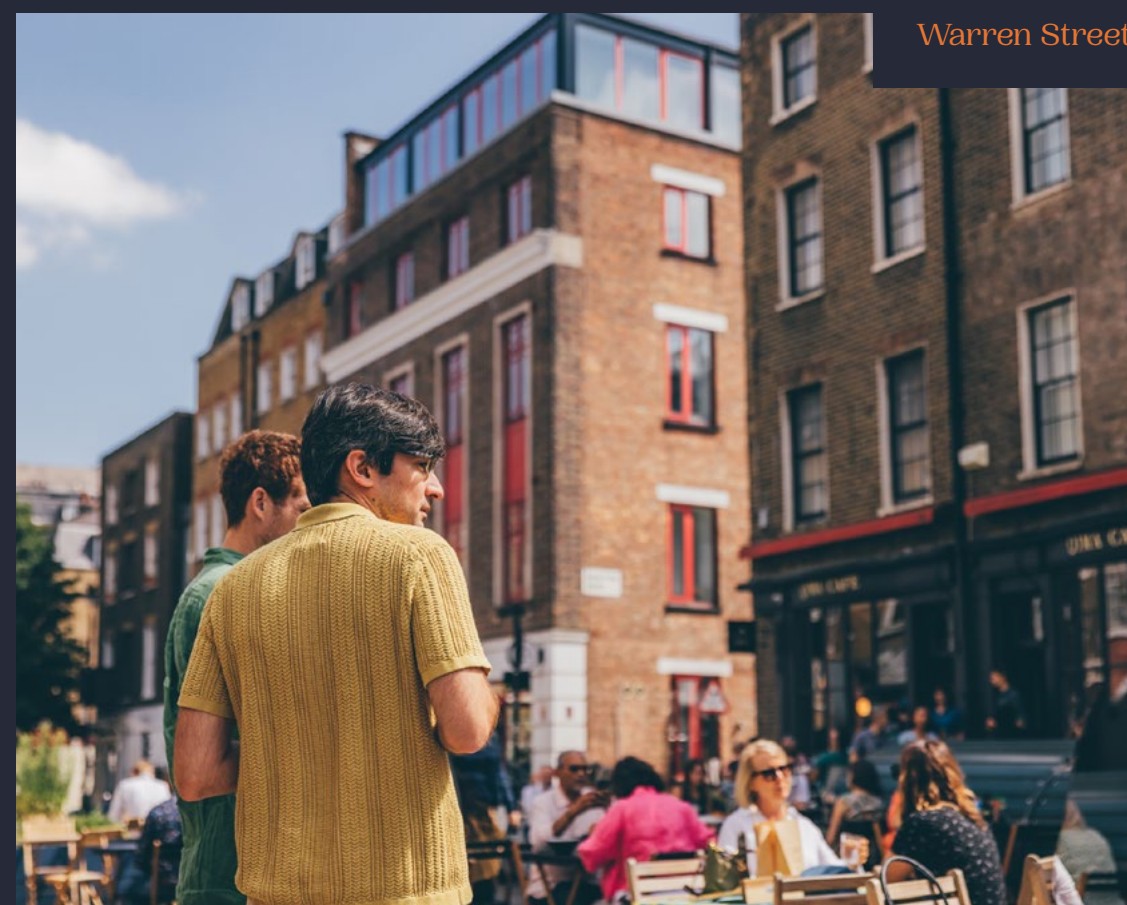


# A fitzroviaian knows how to choose a restaurant that *fitz*



## 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



Warren Street



Fitzroy Tavern – Charlotte Street



Miel Bakery – Warren Street



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



# Amenity that *fitz* 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



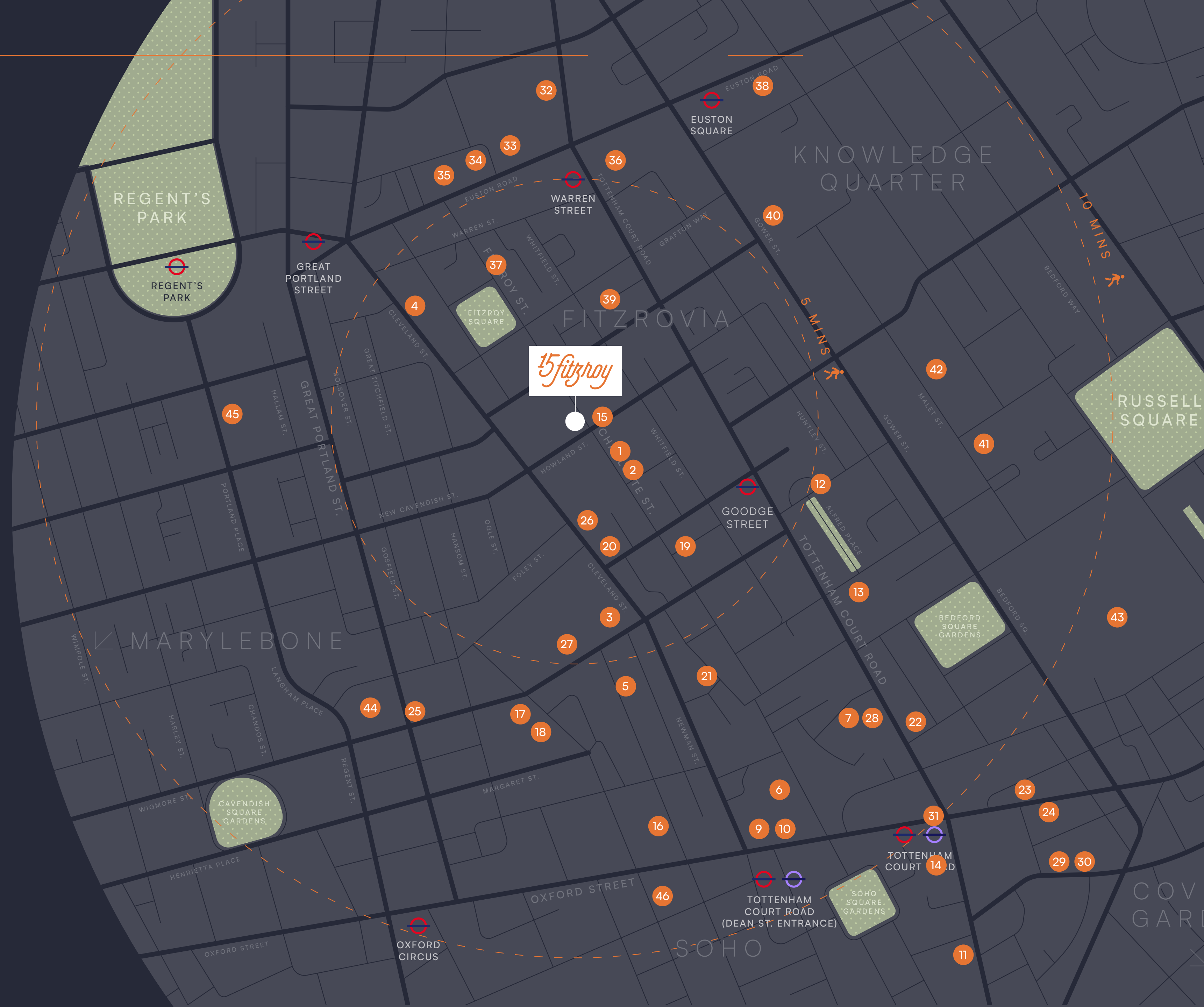
“The Knowledge Quarter actively engaged in advancing and disseminating knowledge

— 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.



∞ Meta



NETFLIX

NBCUniversal

APOLLO



P/W/P  
/ PERELLA WEINBERG  
PARTNERS



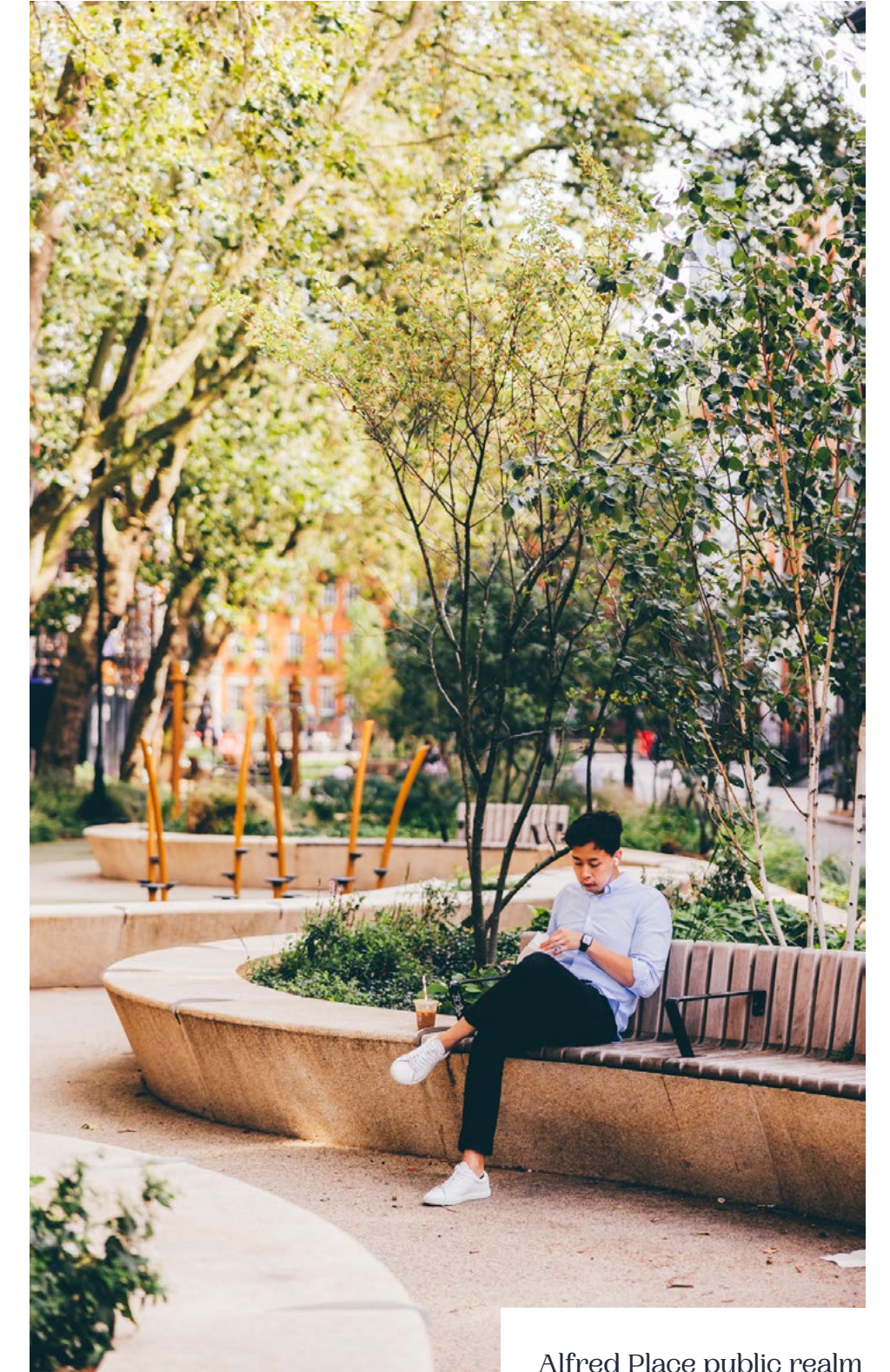




Regent's Park



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

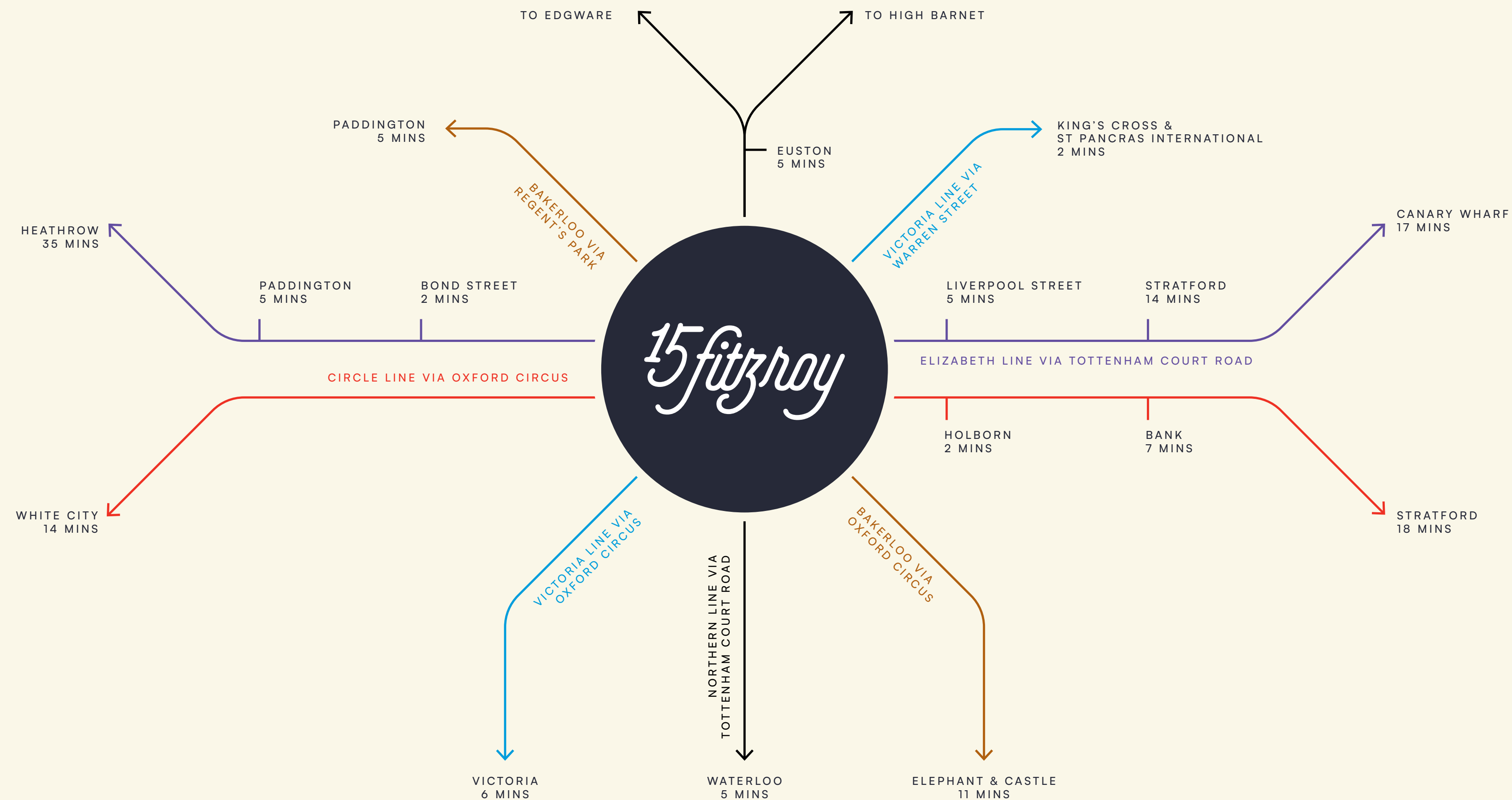
Situated in the centre of Fitzrovia, 15 Fitzroy is well connected and easily accessible with best travel times direct to London's mainline stations.

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	—	—	1,550	144
LEVEL 06	7,933	737	—	—
LEVEL 05 — PRIVATE TERRACE	10,452	971	2,443	227
LEVEL 04	13,455	1,250	—	—
LEVEL 03	13,498	1,254	—	—
LEVEL 02	13,584	1,262	—	—
LEVEL 01	13,584	1,262	—	—
GROUND	9,160	851	—	—
GROUND (ALTERNATIVE SELF-CONTAINED ENTRANCE)	2,939	273	—	—
<b>OFFICE TOTAL</b>	<b>84,605</b>	<b>7,860</b>	—	—
<b>FLEXIBLE AMENITY SPACE</b>	<b>549</b>	<b>51</b>	—	—
<b>ATRIUM, LOUNGE &amp; CAFE</b>	<b>2,422</b>	<b>225</b>	—	—
<b>RECEPTION</b>	<b>1,001</b>	<b>93</b>	—	—
<b>TOTAL</b>	<b>88,577</b>	<b>8,229</b>	<b>3,993</b>	<b>371</b>



Area to be verified on completion of Building Works.



# Ground

12,099 SQ FT / 1,124 SQ M — NIA

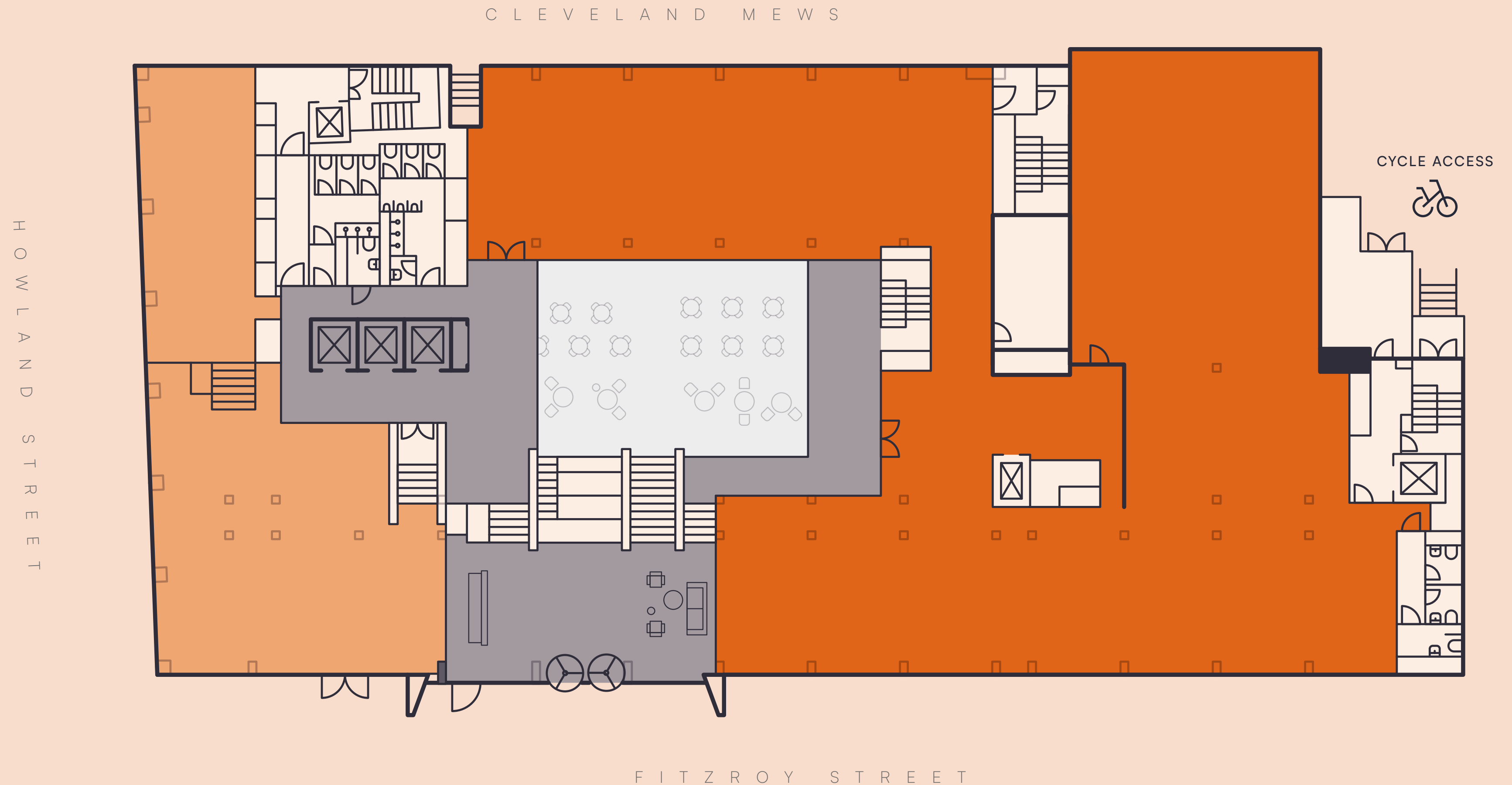
RECEPTION — 1,001 SQ FT / 93 SQ M

ALTERNATIVE SELF-CONTAINED ENTRANCE — 2,939 SQ FT / 273 SQ M

OFFICE — 9,160 SQ FT / 851 SQ M



- ALTERNATIVE SELF-CONTAINED ENTRANCE
- OFFICE
- RECEPTION



Indicative only. Not to scale.



# Lower ground

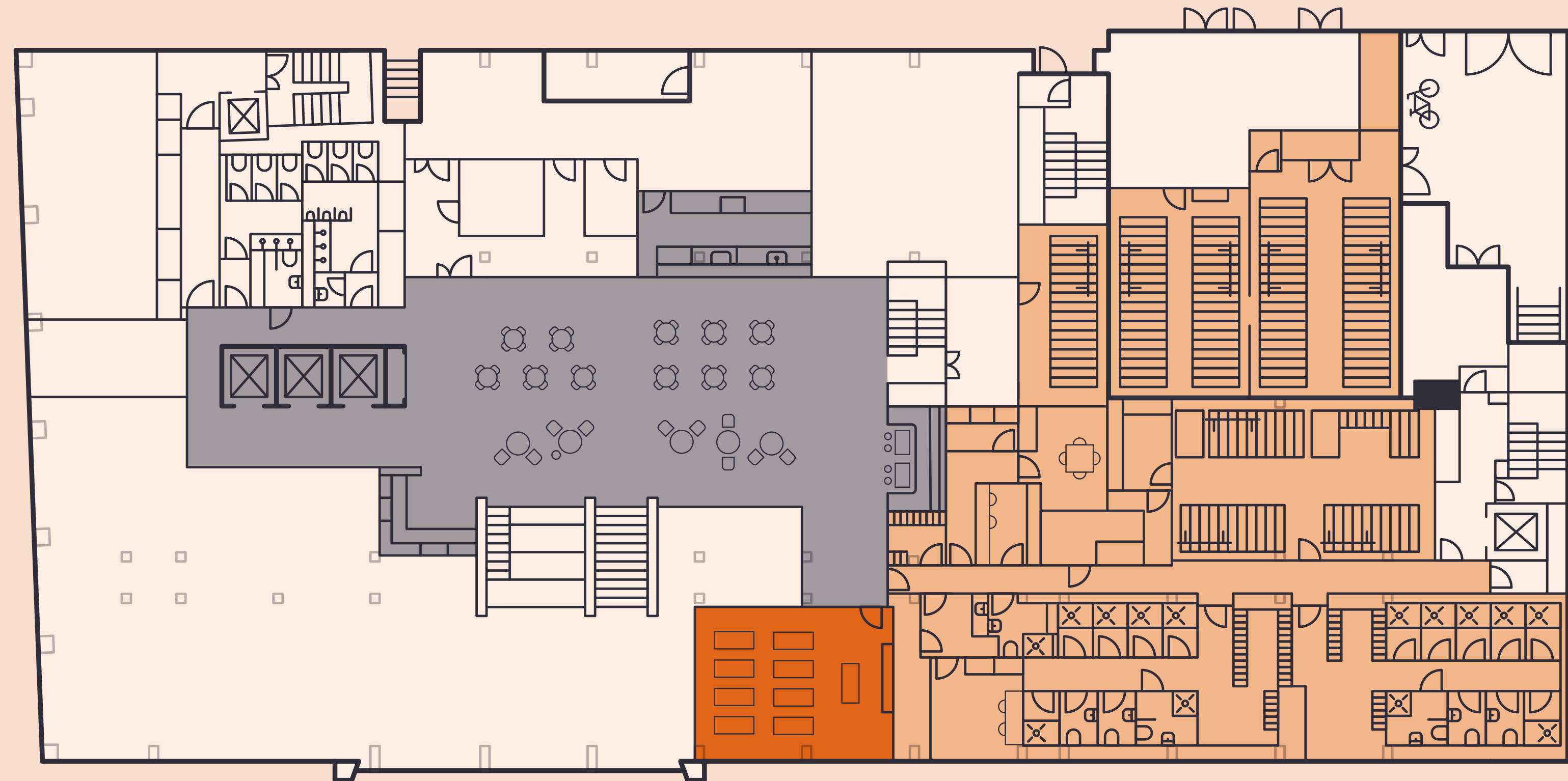
549 SQ FT / 51 SQ M — NIA

ATRIUM LOUNGE — 2,422 SQ FT / 225 SQ M

- FLEXIBLE WELLNESS/  
MEETING SPACE
  - CAFE / ATRIUM
  - SHOWERS / CYCLE STORE
- |              |     |
|--------------|-----|
| CYCLE SPACES | 143 |
| LOCKERS      | 153 |
| SHOWERS      | 14  |

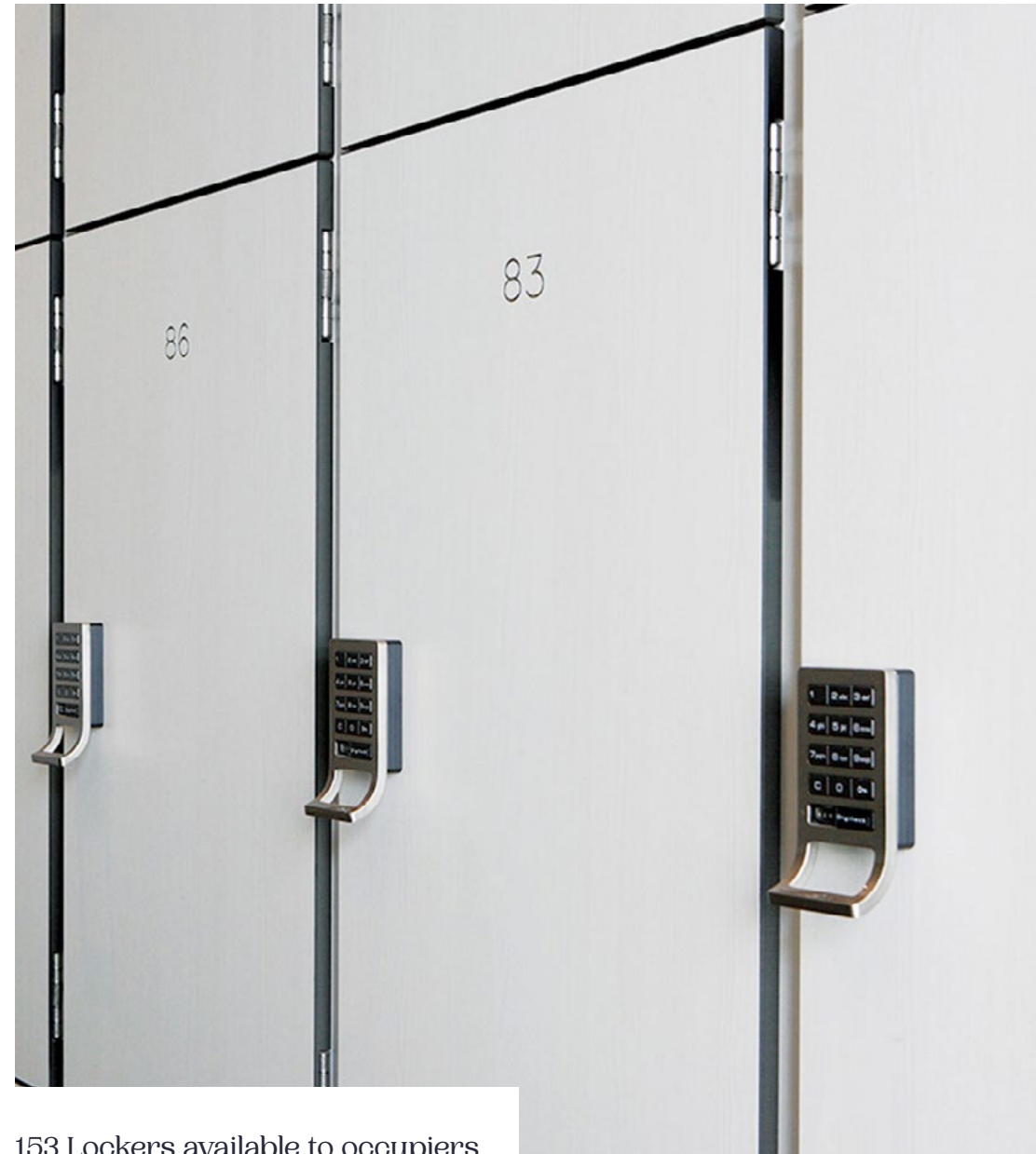
H O W L A N D S T R E E T

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



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





153 Lockers available to occupiers



The flexible wellness space is the perfect place for employees to stay *fitz* & healthy

Wellness space area  
549 sq ft / 51 sq m



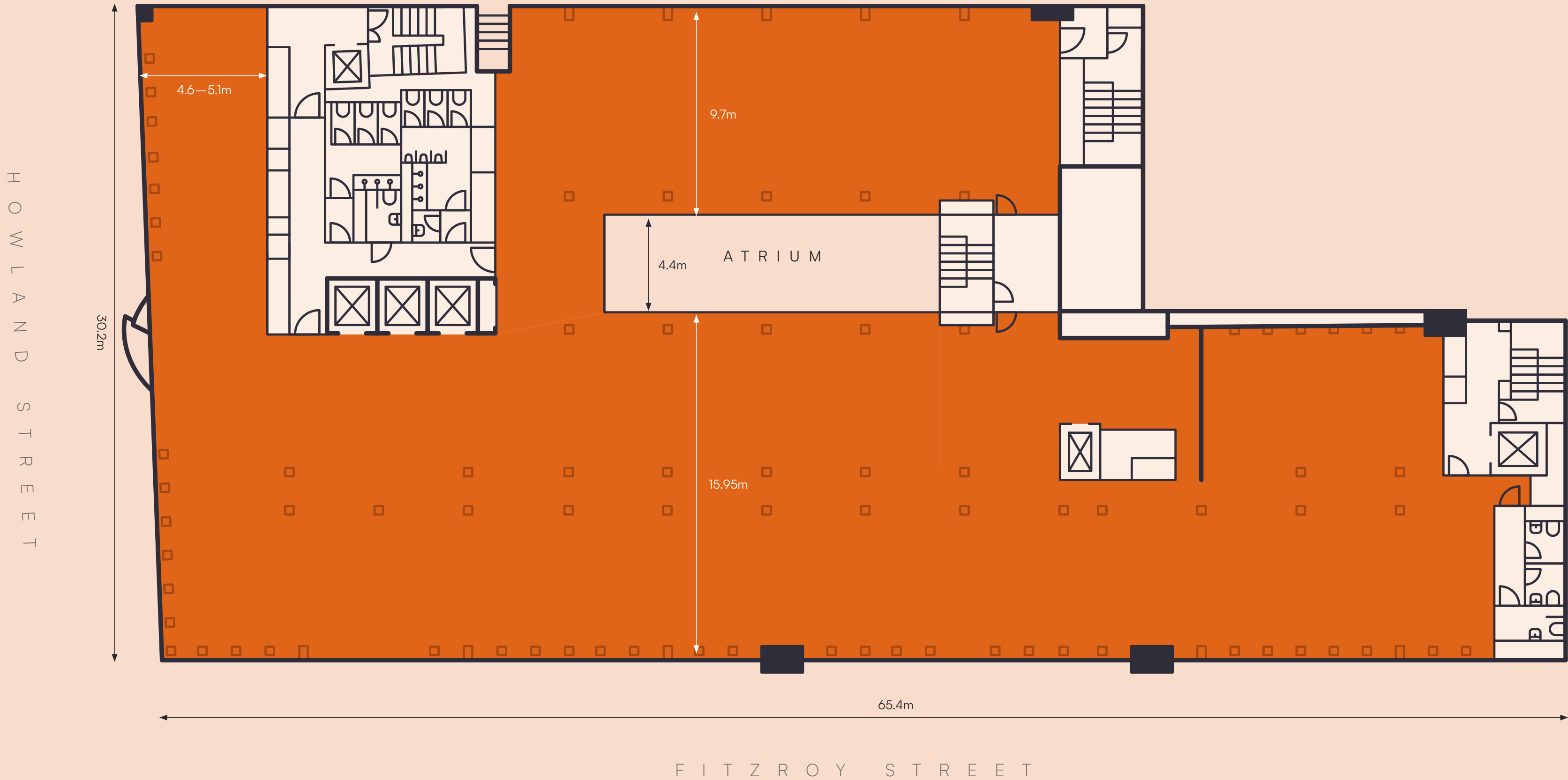
# First floor

13,584 SQ FT / 1,262 SQ M — NIA



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

OFFICE SPACE



Indicative only. Not to scale.



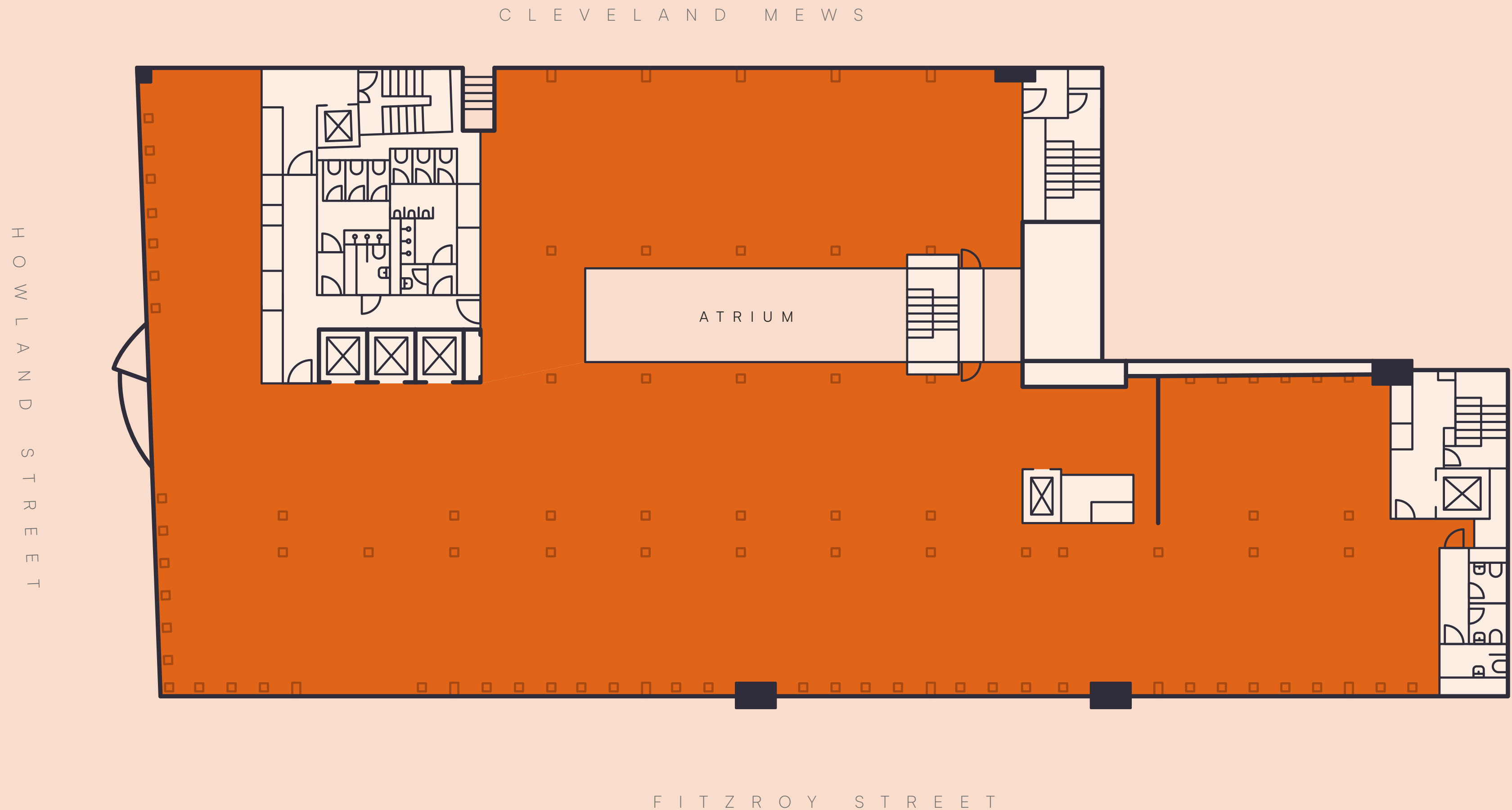




# Second floor

13,487 SQ FT / 1,253 SQ M — NIA

OFFICE SPACE



Indicative only. Not to scale.

FITZROY STREET







# Third floor

13,498 SQ FT / 1,254 SQ M — NIA

OFFICE SPACE



Indicative only. Not to scale.

FITZROY STREET



# Fourth floor

13,455 SQ FT / 1,250 SQ M — NIA

OFFICE SPACE



Indicative only. Not to scale.

FITZROY STREET





Office space – CAT B

Computer Generated Image

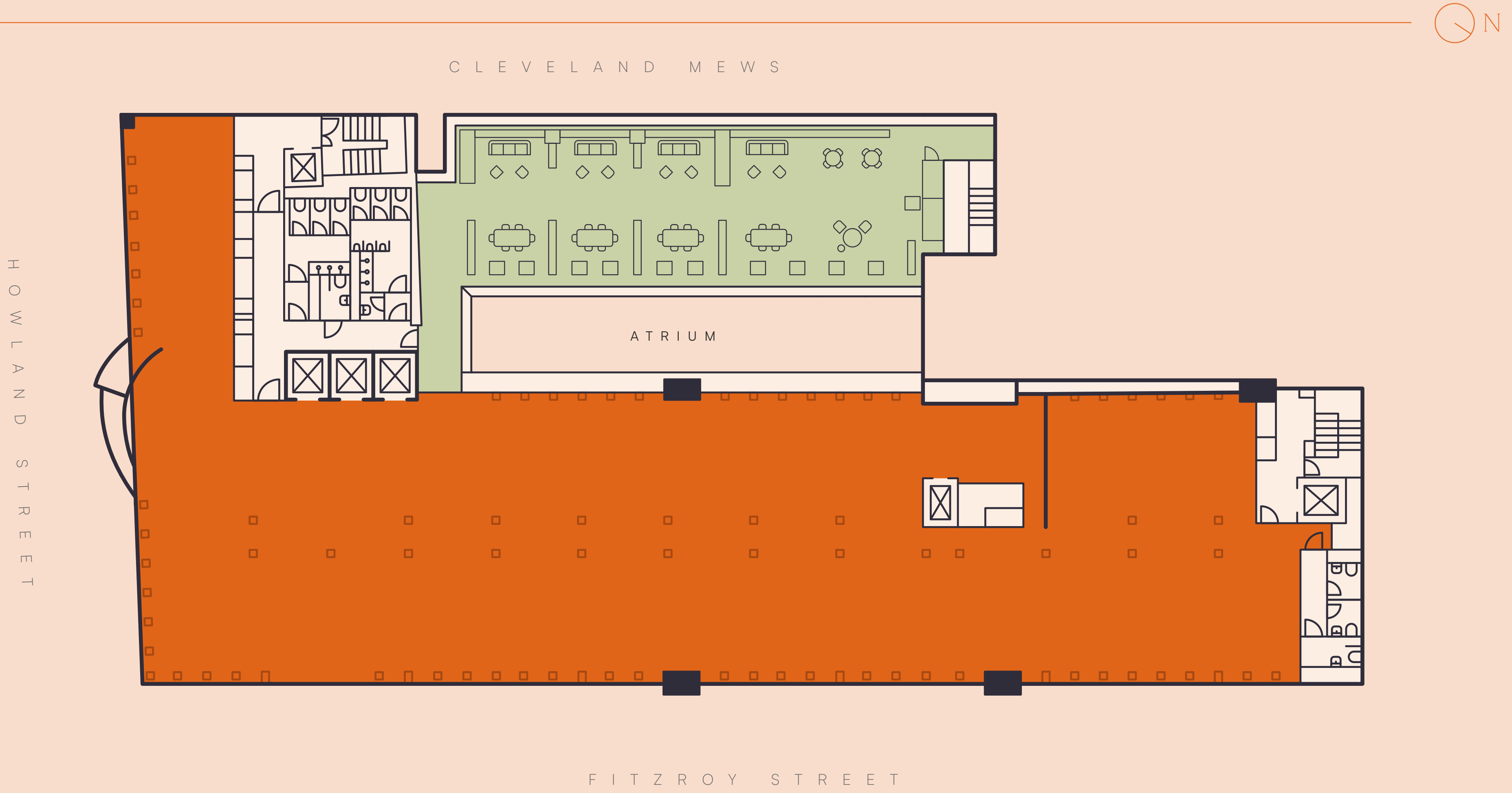


# Fifth floor

10,452 SQ FT / 971 SQ M — NIA

TERRACE — 2,443 SQ FT / 227 SQ M

- OFFICE SPACE
- ROOF TERRACE



Indicative only. Not to scale.





Fifth floor roof terrace

Computer Generated Image



# Sixth floor

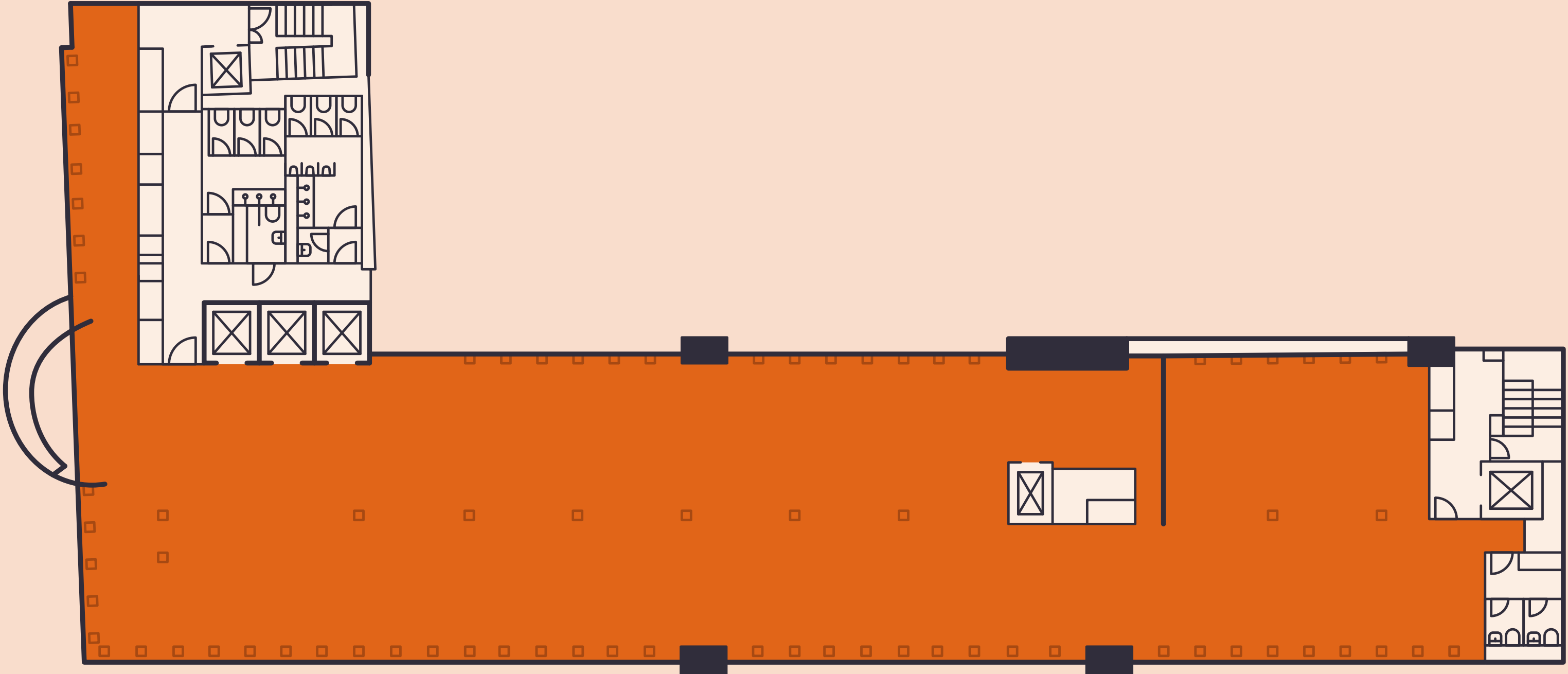
7,933 SQ FT / 737 SQ M — NIA

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

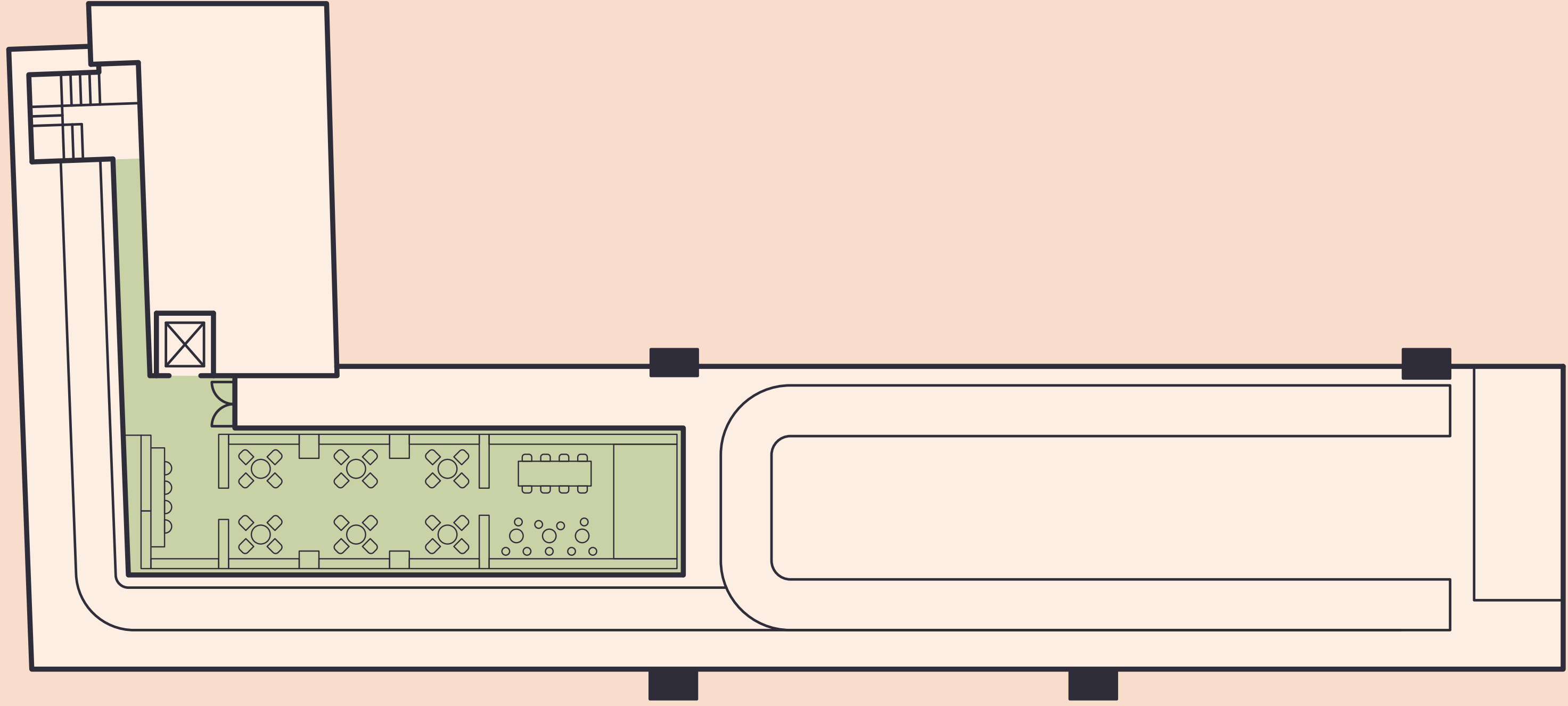
1,550 SQ FT / 144 SQ M



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

● ROOF TERRACE

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.





Communal roof terrace

Computer Generated Image



# Spaceplan

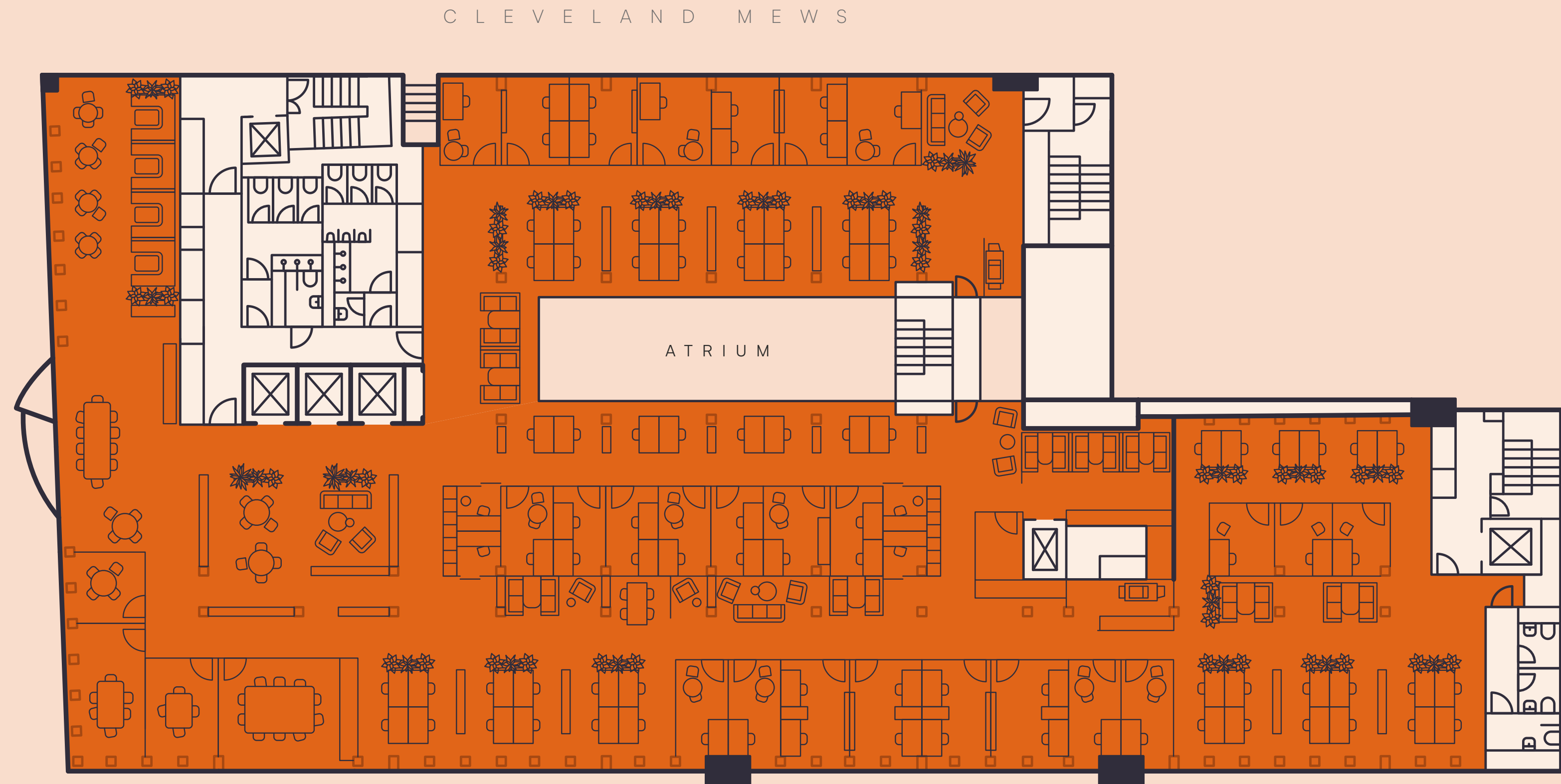
## Open plan



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



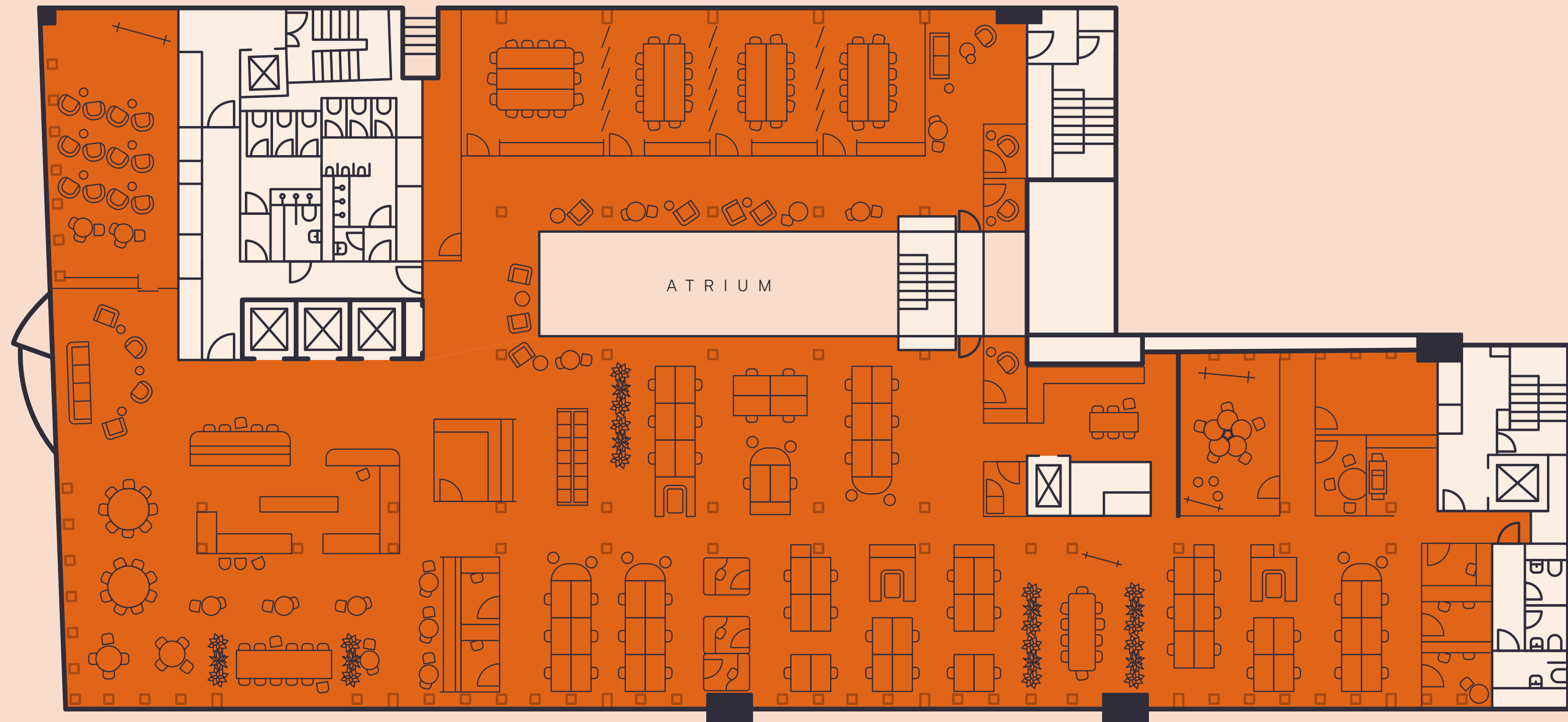
C L E V E L A N D M E W S

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>

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

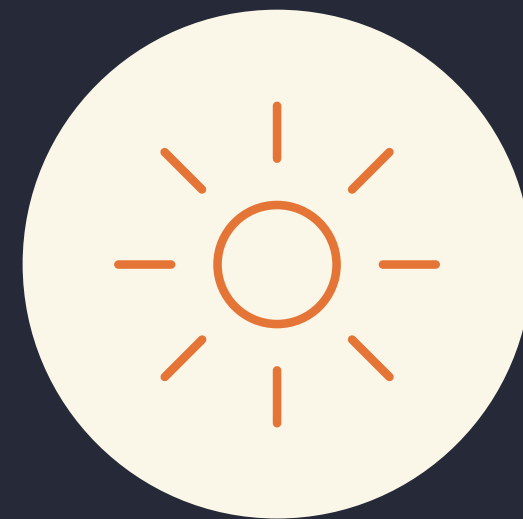
Indicative only. Not to scale.



# Summary specification



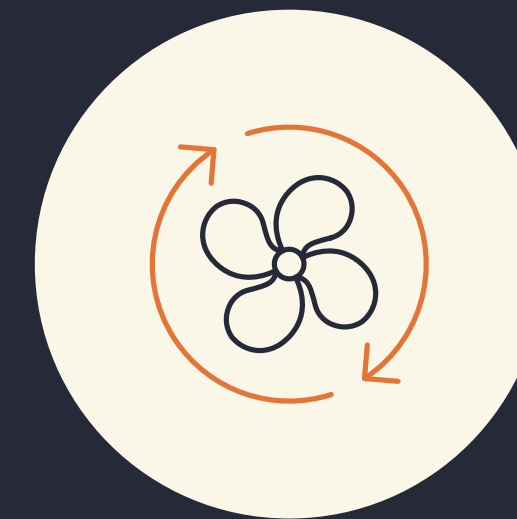
OCCUPATIONAL DENSITY  
OF 1:8 PER SQ/M



ISLAND SITE MAXIMISES  
NATURAL LIGHT



1 X 13 PASSENGER LIFT  
2 X 10 PASSENGER LIFTS



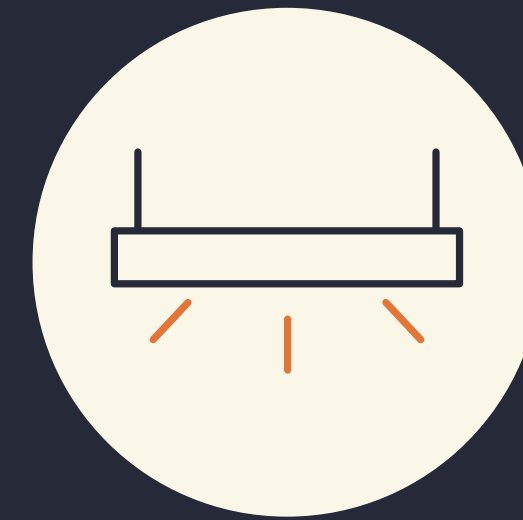
EXPOSED 3 PIPE  
REFRIGERANT BASED  
VARIABLE FLOW SYSTEM



RAISED FLOORS  
WITH FLOOR VOID  
OF 150MM



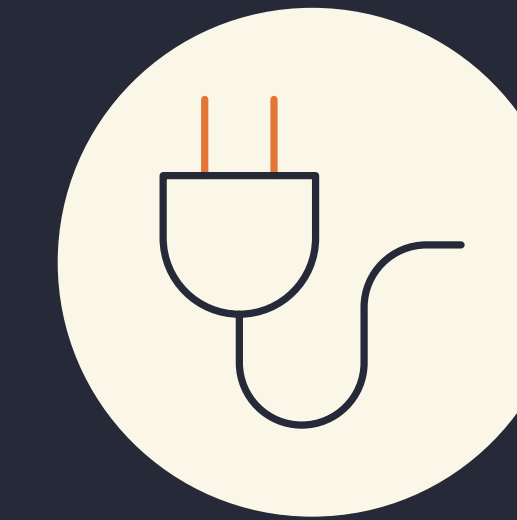
SEVENTH FLOOR COMMUNAL  
TERRACE AND FIFTH FLOOR  
PRIVATE TERRACE



LED LIGHTING



CYCLE PARKING



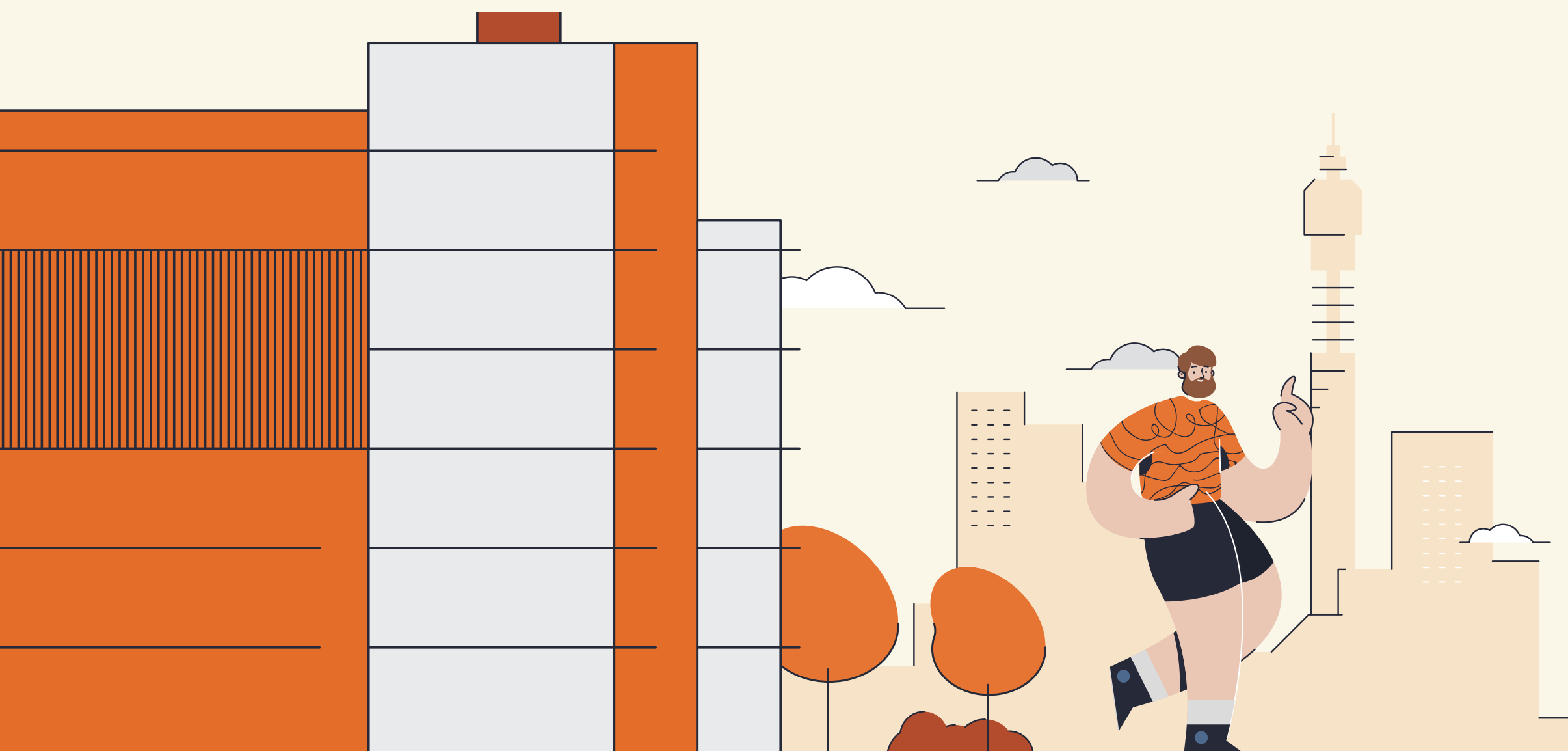
ELECTRIC  
CHARGING STATIONS



SERVERY IN CENTRAL ATRIUM  
ON LOWER GROUND FLOOR



# Fit<sup>z</sup> like a glove



## Detailed specification

### Occupation Density

- 1:8 per sq/m

The office levels have the following maximum occupancies based on the BCO recommendations for 1:8m<sup>2</sup>:

- Ground floor = 141
- First floor = 160
- Second floor = 159
- Third floor = 158
- Fourth floor = 157
- Fifth floor = 124
- Sixth floor = 95

### Fresh air

- 10m<sup>2</sup> / person at 12l/s/person. There is also a 10% extra central plant capacity (2 AHUs serving all floors)

### Cooling load

- 8m<sup>2</sup> / person

### Fire escape

- 6m<sup>2</sup> / person

### WC

- 8m<sup>2</sup> / person

### Sustainability

#### Certification

- BREEAM Refurbishment and Fit-out (RFO) — Outstanding certification achieved at design stage
- WELL v2 Core Gold (New Target)
- NABERS Design Reviewed Target Rating of 4\*

#### Water Usage

- Greywater harvesting and use in shower and changing facilities
- Low flow fittings, WCs (3.75) & basins (3.75) to reduce water consumption across the building. Reduced water consumption by 59.45% compared to BREEAM baseline. Figures to be confirmed at PC.

#### Fitting

Fitting	Criteria
WC	4/2.6 dual flush*
Urinals	Waterless
Water basins	Fitted with aerators limited to 2 litres per minute
Showers	Limited to 9 litres per minute
Kitchenette taps	Limited to 5 litres per minute

\*4/2.6 dual flush will require agreement with building control

#### Embodied Carbon

- Retain 95% of the existing structure (by area)
- The overall embodied carbon assessment at stage 4 is 318 kgCO<sub>2</sub>e/m<sup>2</sup> GIA (LETI A [A1-A5]). Current assessment better than the “LETI 2020” and “GLA Aspirational” targets for embodied carbon A1-A5.



# Detailed specification

## Sustainability (cont.)

### Energy

- All Electric
- Potential for net zero carbon in the future through improved energy use (NABERS). Energy consumption minimised through a range of active measures, via the Design for Performance process, including enhanced commissioning, energy monitoring and fine tuning in early operation and the provision of effective training and guidance for all users.

### Operational Carbon

- 47% carbon saving using SAP10 numbers for current refurbished building at design and planning stages based on Building Regulations Part L modelling methodology
- 37% carbon saving using SAP10 numbers for new build extension at design and planning stages (based on Building Regulations Part L modelling methodology)
- Improvements over the 35% saving required by the GLA. Space provisions for connection to potential existing energy networks
- reduced carbon emissions as grid decarbonises and built in systems design flexibility to reduce carbon intensive refurbishment work

### Smart Building Enablement

- Smart enabling access control: enabling smartphone as a pass
- Smart sensors on openable windows / vents on Levels 1–6, linked to space conditioning controls
- MEP equipment/gateways compliant with Security protocol minimum standards for cyber security
- Use of standardised asset naming and labelling scheme across services: Building Device Naming Standard (BDNS)
- Use of standardised BMS control point naming scheme; Digital Building Ontology (DBO)
- Use of standardised physical labelling scheme via printed QR Codes
- Lower Ground landlord shared communal room provided with wall mounted keypad to control lighting, room temperature and ventilation
- Lifts smart building enablement

## Design Specification

### Floor-To-Ceiling Heights

2.47m typical FTC heights

### Lifts

- x 3 new lift cars serving office floors
- lift 1–2 = 10 person
- lift 3 = 13 person

### Cycle Spaces

- 143 cycle spaces within the cycle store
- 8 non-standard spaces
- drying room provided within cycle store

### Changing Rooms

Separate male and female changing rooms with showers, lockers, and WCs

- 6 showers in each M and F changing room
- 1 gender neutral shower
- 1 disabled shower
- 142 lockers

### Air Conditioning

- 3 pipe refrigerant based variable flow system

## Roof Terraces

- New external roof terrace at Level 05 and Level 07
- Level 7 to be communal with bar
- Level 5 for tenant demise
- Planting and a variety of seating types to be provided
- Biodiverse green

## Finishes



Timber flooring



Veneer



Leather Upholstery



# 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)



# 15fitzroy

FOR MORE INFORMATION, CONTACT OUR JOINT AGENTS

**Angus Tullberg**

[angus.tullberg@savills.com](mailto:angus.tullberg@savills.com)

07976 256 487

**Brian Allen**

[bmallen@savills.com](mailto:bmallen@savills.com)

07972 000 215

**Hunter Booth**

[hunter.booth@savills.com](mailto:hunter.booth@savills.com)

07710 965 693

**Joel Randall**

[joel.randall@cushwake.com](mailto:joel.randall@cushwake.com)

07525 897 012

**Andy Tyler**

[andy.tyler@cushwake.com](mailto:andy.tyler@cushwake.com)

07973 836 236



15FITZROY.LONDON

The owner of this property does not make or give, and neither Savills or Cushman & Wakefield or their respective employees have authority to make or give, any representation or warranty whatever in relation to this property or properties. The details given are believed to be correct and, where practical, reasonable steps have been taken to ensure their accuracy, but this cannot be guaranteed and are expressly excluded through any contract. Savills or Cushman & Wakefield, and their respective employees accept no responsibility for information supplied to them by the owner or any third party. November 2023.