

# BERKELEY GROUP - 250 CITY ROAD

Berkeley Group builds homes and neighbourhoods across London, Birmingham and the South of England. They revive underused land, creating welcoming, sustainable and nature-rich places where communities thrive and where people of all ages and backgrounds enjoy a great quality of life.

Berkeley Group specialise in long-term brownfield regeneration, focusing on challenging and complex sites that are beyond the scope of conventional homebuilders. They are highly collaborative, working with councils and communities to create a shared vision and to unlock a mix of social,

environmental, economic and commercial value that benefits all of our stakeholders.

This passion for quality and design underpins everything they do. All Berkeley homes are created with care, expertise and relentless attention to detail.

250 City Road is a fine example of this. Located in the heart of zone 1 and within easy reach of Old Street, the City and Shoreditch, 250 City Road is a landmark development designed by world renowned architects Foster + Partners. With







apartments finished to a superb specification alongside 5\* facilities, public art by award-winning sculptors and 1.9 acres of wifi-enabled landscaped gardens, you have everything on your doorstep to enjoy a living experience like no other.

The stunning apartments at 250 surround the central plaza that will play host to cafés, restaurants, retail outlets and creative workspaces. Outside, 1.9 acres of beautifully landscaped green spaces and secluded courtyards create a sense of calm, connected and contemporary living. Inspired by canal life, three larger than life sculptures by award-winning artist Ian Rank-Broadley act as wayfinders that guide you through the Wi-Fi enabled parkland.

250 City Road is home to a state-of-the-art gym and rooftop fitness terrace with views towards the City and canal basin. Residents can wind down after a hard day in the luxurious 20 metre swimming pool and spa or work away from the

office in the business' lounge. A screening room, residents lounge and 24 hour concierge service is on-hand to meet your every need.

The area around 250 City Road has always been a leading technology and financial services centre. Every hour, a new tech business is established in London. In fact, over the last decade and outside of the United States, the Capital has become the focus of the tech and digital world. Right now, it is also fast becoming an elite global hub of fintechs and the world's number one destination for investment in fintech firms.

Aptly named Silicon Roundabout, its close proximity to 250 City Road, the Capital's financial Square Mile and tech giants like Facebook, Google, Amazon and YouTube, make this one of the most sought after and attractive global Capital locations for a new generation of influencers and inspirers.





## First Choice for Decorating and Building Refurbishment

Cousins Group Ltd have been a family run business since its establishment in 1975. Since then, Cousins have become synonymous with delivering work of the highest quality to many of the most high-profile projects and property owners in London and the South East.

The project at 250 City Road for Berkeley Homes is no exception; we are delighted to be part of creating such a stunning landmark development in London. To assist with the project, Cousins have been appointed to carry out painting and decorating works throughout 250 City Road including the beautifully finished apartments, basement car parks, a state-of-the-art gym and luxurious swimming pool and spa. Despite the challenges presented by Covid-19, progress continues to be made with our teams completing the work in line with government guidance.

At Cousins we take pride in our work, extensive skills and knowledge. This enables us to meet all requirements from high quality commercial decorating to fine detailing, and the hanging of bespoke wall coverings and fabrics. Our highly skilled team are experienced in all methods of applying paint finishes including spraying, as well as more traditional methods such as scumbling, marbling and graining.

### Consultancy and Advice

Our comprehensive experience coupled with our association with specialist testing laboratories means we are well placed to provide practical and impartial advice. This can cover analysis of existing paint films and substrate conditions, options appraisal, coating system design, budget costings and pilot schemes or trial applications. If you have requirements you would like to discuss with us, we would love to hear from you.