



# ROYAL EXCHANGE

KINGSTON UPON THAMES

## THE PIAZZA



FLEXIBLE NEIGHBORHOOD RETAIL, RESTAURANT AND  
LEISURE OPPORTUNITIES IN THE HEART OF KINGSTON



ROYAL EXCHANGE PROVIDES  
42,000 SQ FT OF HIGH QUALITY  
FLEXIBLE ACCOMMODATION SET  
WITHIN A NEW KINGSTON QUARTER

## BRIDGING THE PAST AND FUTURE



The newly renovated and re-imagined listed Old Post Office and Telephone Exchange buildings comprise of over 25,000 sq ft at Royal Exchange.

Kingston upon Thames has played an important role in trade and social exchange since medieval times. Its heritage and ideal location give Kingston a unique sense of being rooted in history while continuously renewing its relevance as a commercial centre. With central London a short train ride away and the green and leafy banks of the Thames as a backdrop, Kingston sets its own tempo.





## A NEW COMMUNITY



Royal Exchange is an exciting new development built around the Grade II listed **Old Post Office** and **Telephone Exchange** buildings. The residence offers contemporary apartment living within a vibrant new community, making **The Piazza** provide a focal point for the new neighbourhood. Directly opposite is the new **Unilever HQ**, which will be home to 2,400 employees, opening Q1 2025.

As a desirable address for those working in the immediate vicinity and commuting into central London, the area around The Piazza will see high footfall from early morning until late at night. The onsite residents-only gym, 24-hour concierge, and screening room mean that residents creating their own daily rhythm and rituals will welcome places to eat, meet, shop, and relax.





## WHERE WORK MEETS PLAY



Over **28 MILLION** people come to Kingston each year to enjoy London's third largest and most popular shopping location.



The Telephone Exchange will become a business hub for exciting new ventures creating even more new opportunities in the area.



Kingston's **800-YEAR-OLD** Market Square still sees stallholders trading every day and all manner of festivals throughout the year.



The RHS Hampton Court Palace Garden Festival – the largest flower show in the world – attracts visitors to the area every summer.



London Waterloo is **UNDER A 30-MINUTE** train ride away from Kingston train station with six trains an hour.



The A3, M3, and M25 are within a short drive connecting nearby towns like Putney, Richmond, Wimbledon, and Twickenham.



## THE HEART OF KINGSTON



With shops, restaurants, live music venues, galleries, and theatres all part of the cultural mix, Kingston is hungry for both independent and well-known names to add to its attractions. Having recently entered the Top 10 in the Harper Dennis Hobbs Vitality Rankings 2021, Kingston upon Thames is recognised as a leading retail destination and the perfect location to consider for a new opening. Be part of a burgeoning, vibrant scene in Greater London's original Royal Borough.



# 1000

International retail brands available

# 500

Retail shops

# 150

Restaurants & cafés

# 100,200

Office workers

# 18,949

Students at Kingston University

# 28,000,000+

Visitors to Kingston upon Thames each year

# 2,400

Unilever workers at new HQ directly opposite Royal Exchange



## THE FACTS



## TOP 1% of UK retail centres



Ranked **16th** retail centre in UK  
(out of 6,147 centres)



Ranked **4th** retail centre in  
London (out of 790 centres)



**Kingston captures a  
sizable catchment of nearly  
2.5 million people**

This catchment population is highly affluent, translating through into a user profile of high spending people. This makes Kingston particularly resilient to the current economic difficulties.

**Kingston catchment population have  
significantly higher average spend on  
every product category**

Kingston's users have high spending power, meaning that vs. the London and UK average there is higher spend across every product category. Kingston capitalises on this through capturing significant market shares of this spend.

### Category expenditure

| Category      | Expenditure per annum (£M) | Annual household spend (£) | Index VS. London | Index VS. UK |
|---------------|----------------------------|----------------------------|------------------|--------------|
| Leisure Goods | £53.9                      | £405                       | +25%             | +2%          |
| Convenience   | £678.0                     | £5,103                     | +7%              | +5%          |
| Catering      | £296.3                     | £2,230                     | +8%              | +27%         |

Source: CACI

# £1,602.8m

**Total retail spend potential**  
(Comparison + catering + convenience)

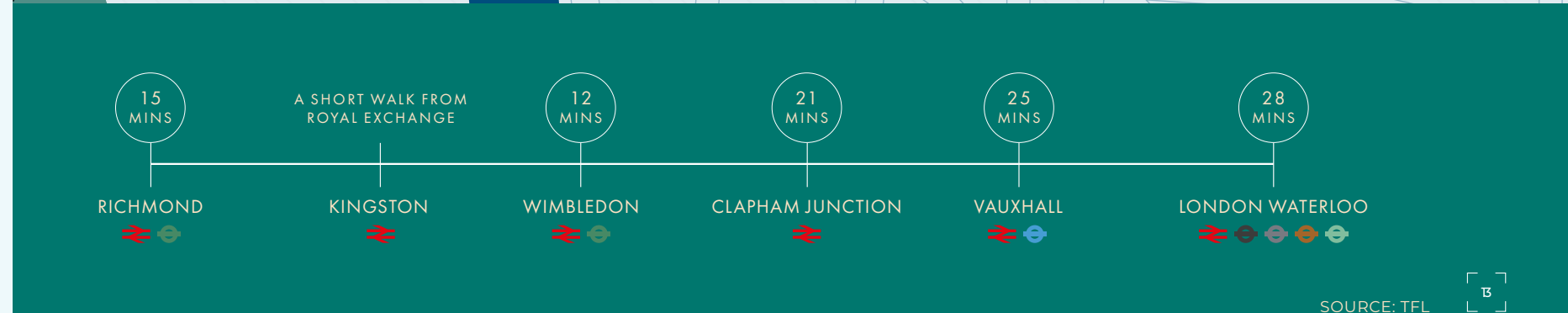
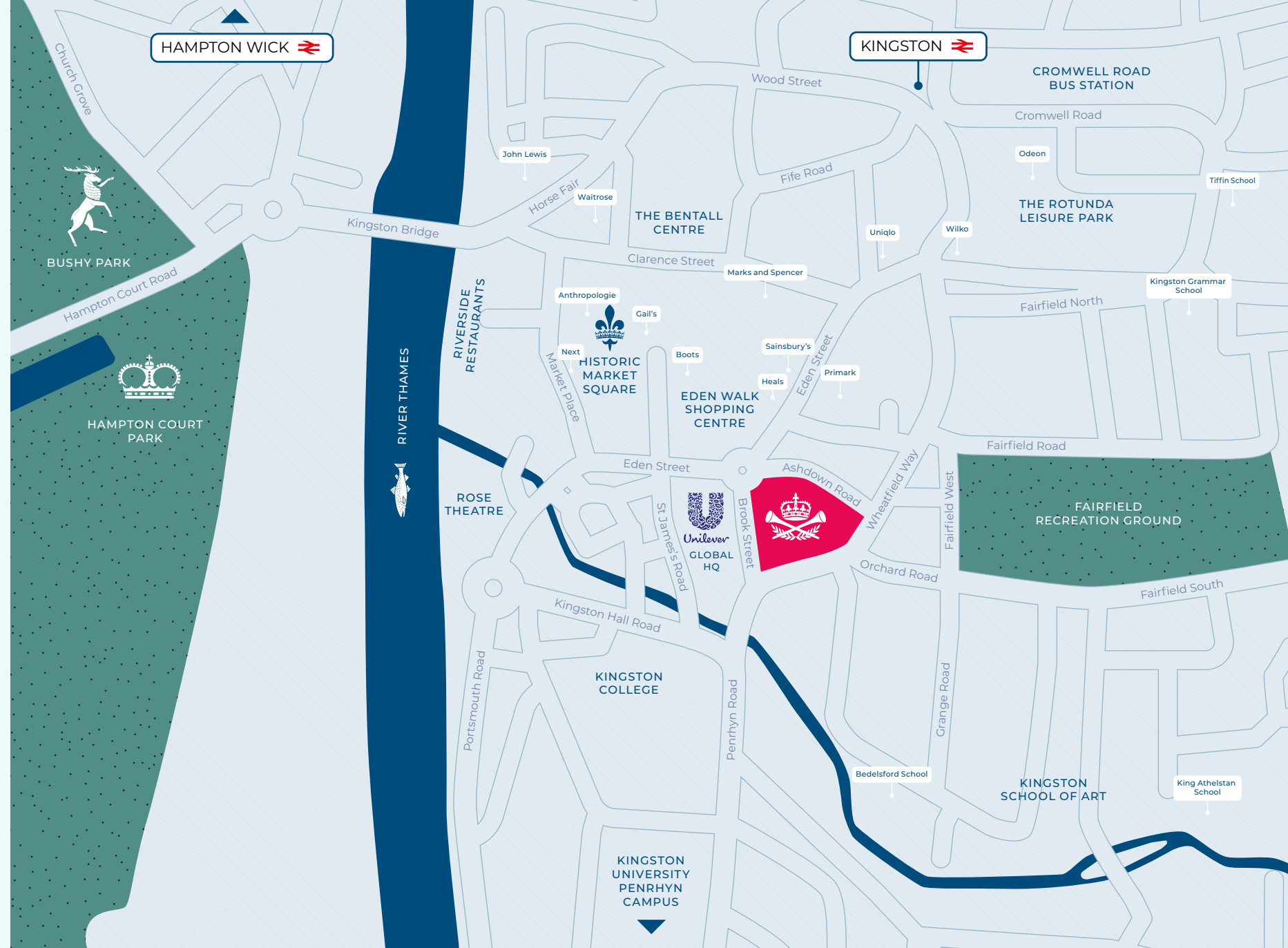
# TIME AND PLACE



**Unilever HQ**  
New HQ housing 2,400 employees, opening Q1 2025



**Eden Walk**  
Boutique cinema, open event space and 380 new apartments



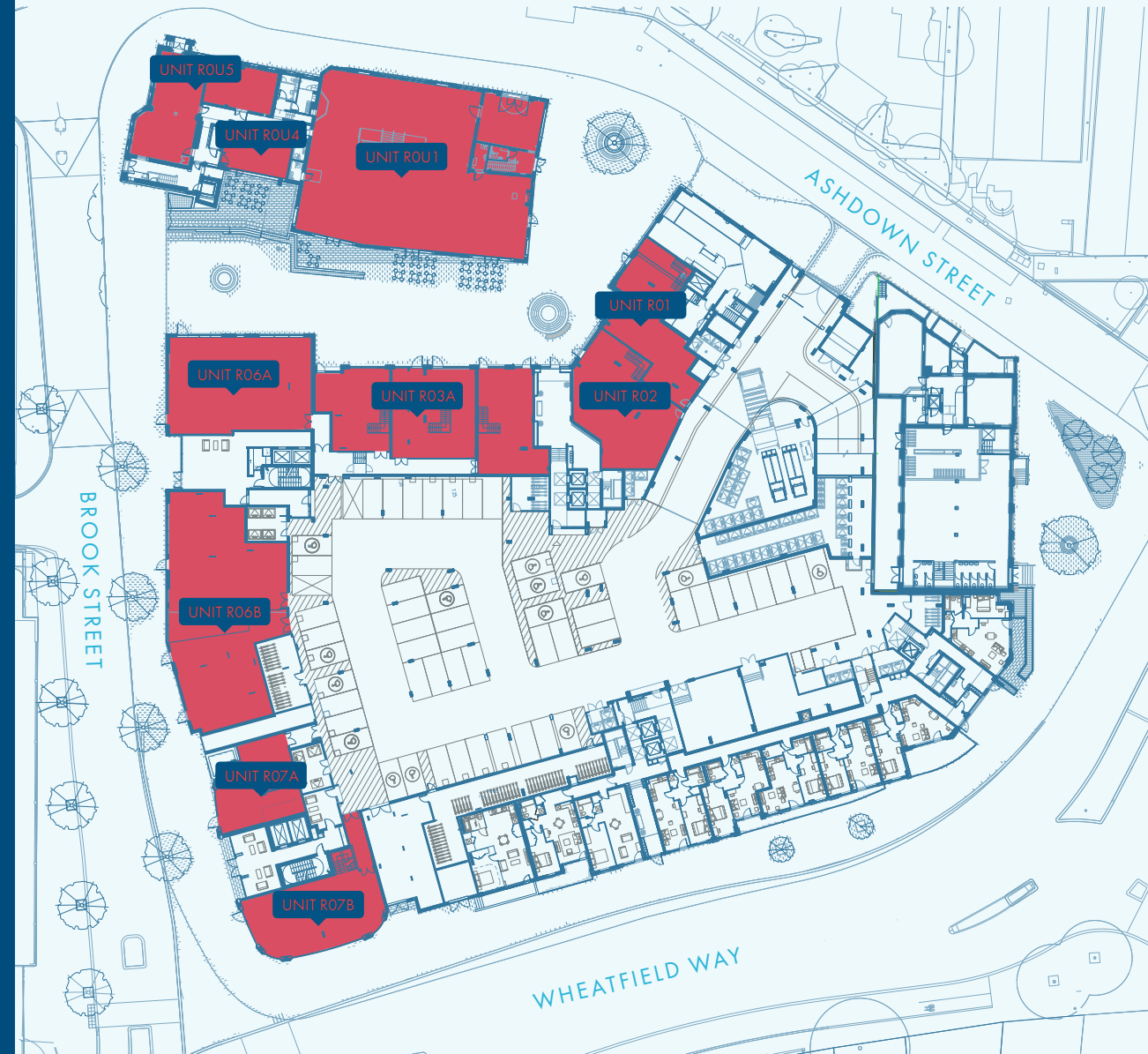


## SCHEDULE OF AREAS



| BUILDING | UNIT | USE                 | FLOOR     | GIA(SQ M) | AREA(SQ FT) |
|----------|------|---------------------|-----------|-----------|-------------|
| C1       | R01  | Retail/Restaurant   | Ground    | 120.48    | 1,297       |
|          |      |                     | Terrace   | 26.00     | 280         |
| C1       | R02  | Retail/Restaurant   | Ground    | 140.78    | 1,515       |
|          |      |                     | Mezzanine | 49.33     | 531         |
|          |      |                     | Terrace   | 10.00     | 108         |
| C2       | R03A | Retail / Restaurant | Ground    | 303.60    | 3,268       |
|          |      |                     | Terrace   | 110.00    | 1,184       |
| E        | R06A | Flexi Commercial    | Ground    | 194.60    | 2,095       |
|          |      |                     | Terrace   | 48.00     | 517         |
| E        | R06B | Flexi Commercial    | Ground    | 329.00    | 3,541       |
| D        | R07A | Flexi Commercial    | Ground    | 100.3     | 1,080       |
|          |      |                     | Mezzanine | 58.40     | 629         |
| D        | R07B | Flexi Commercial    | Ground    | 152       | 1,636       |
|          |      |                     | Mezzanine | 111.80    | 1,203       |

## SITE PLAN

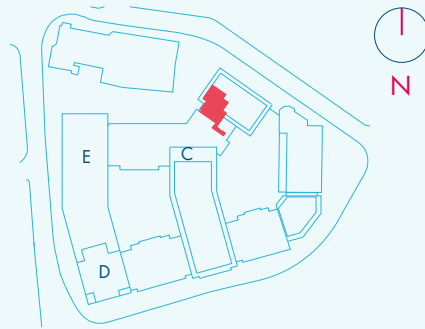




## UNIT R01

RETAIL/RESTAURANT

GROUND 1,297 SQ FT  
TERRACE 280 SQ FT

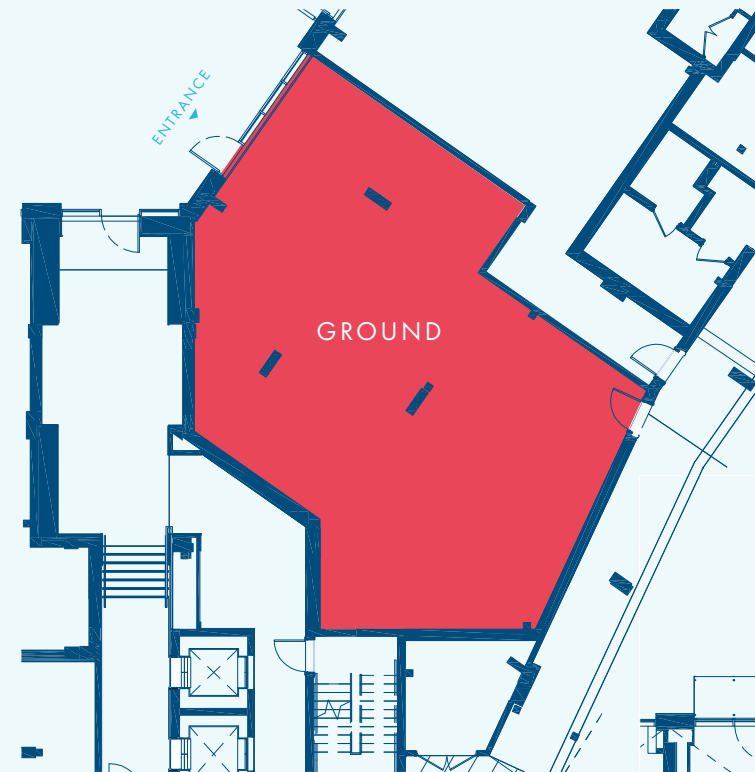
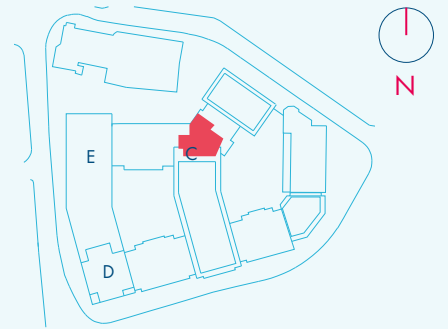


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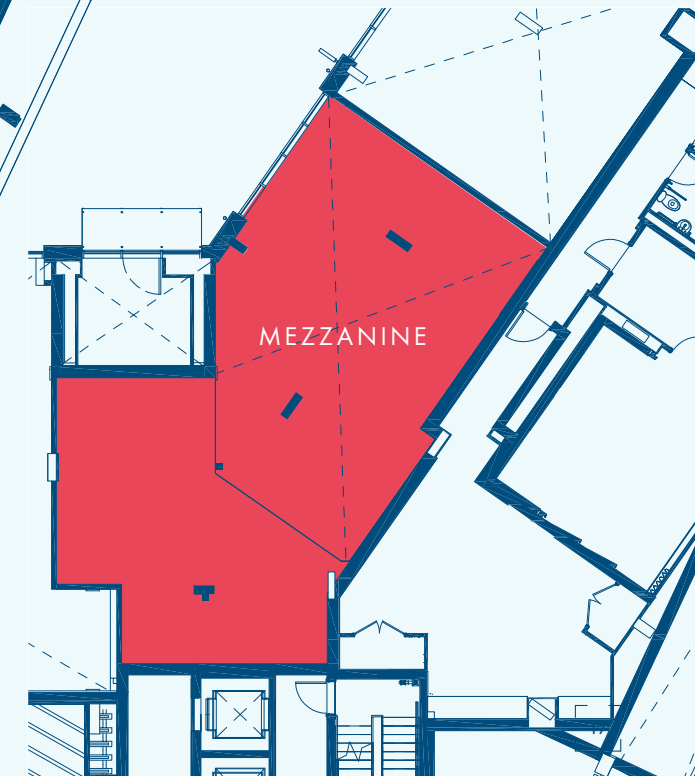
## UNIT R02

RETAIL/RESTAURANT

GROUND 1,531 SQ FT  
MEZZANINE 531 SQ FT  
TERRACE 108 SQ FT



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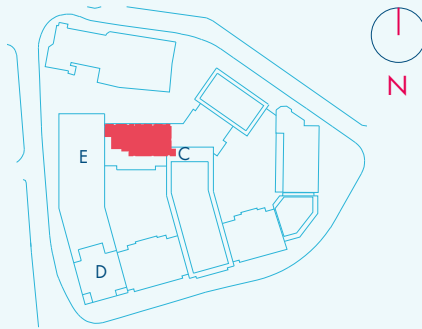


## UNIT R03A

RETAIL/RESTAURANT

GROUND  
TERRACE

3,281 SQ FT  
1,184 SQ FT

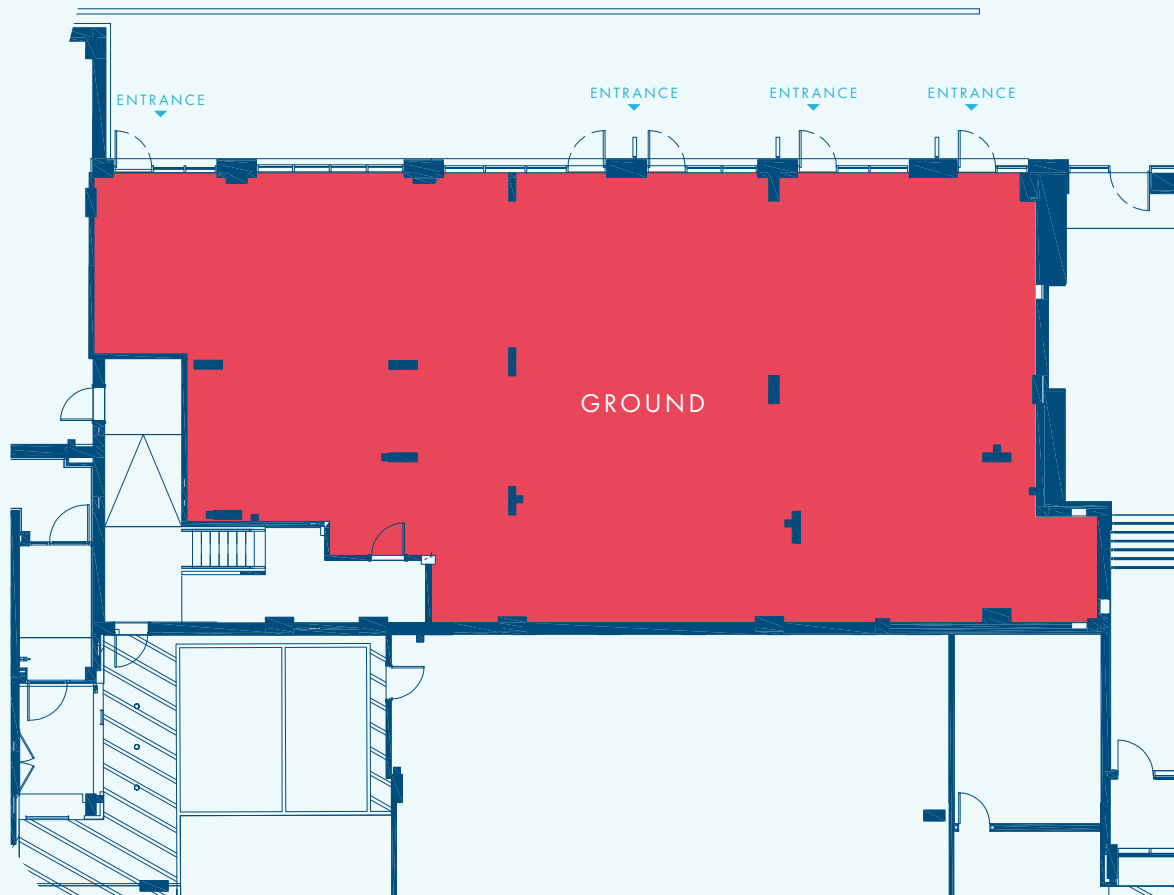
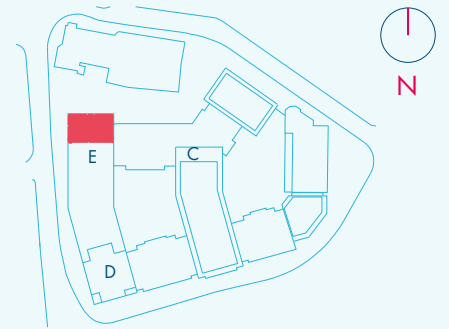


## UNIT R06A

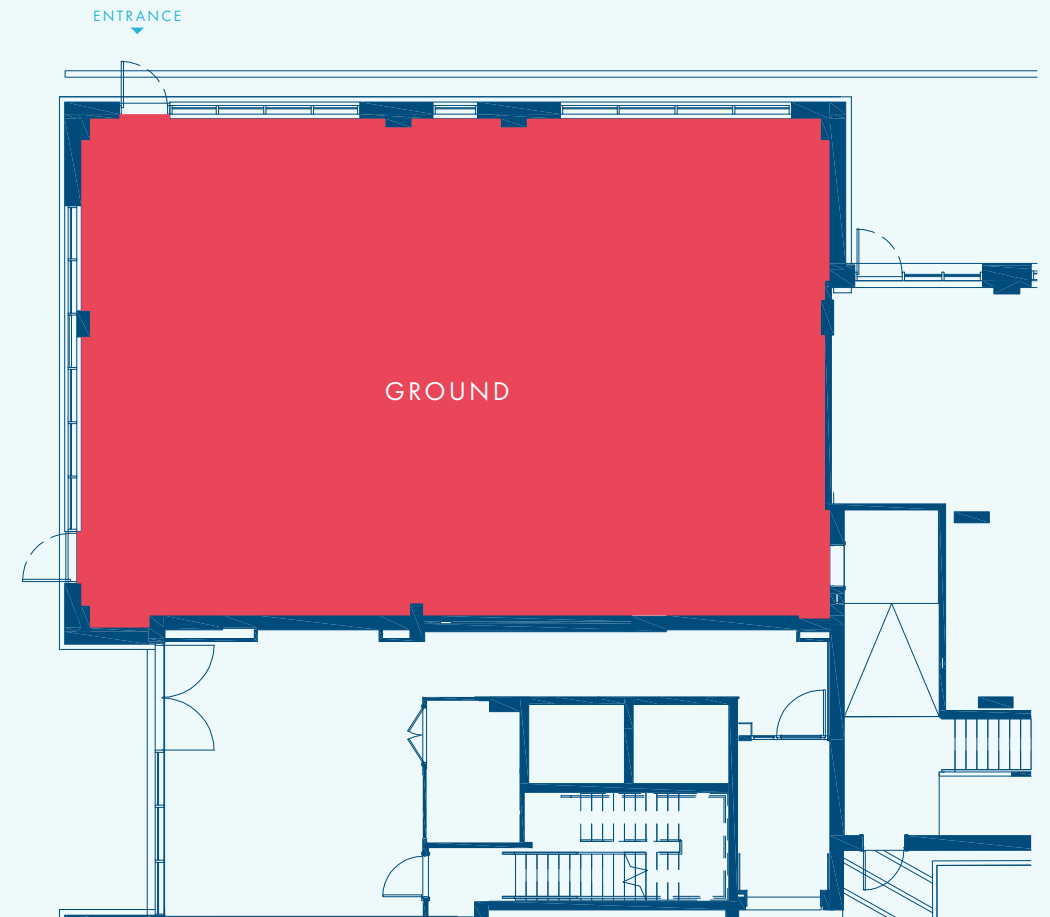
FLEXI COMMERCIAL

GROUND  
TERRACE

2,095 SQ FT  
517 SQ FT



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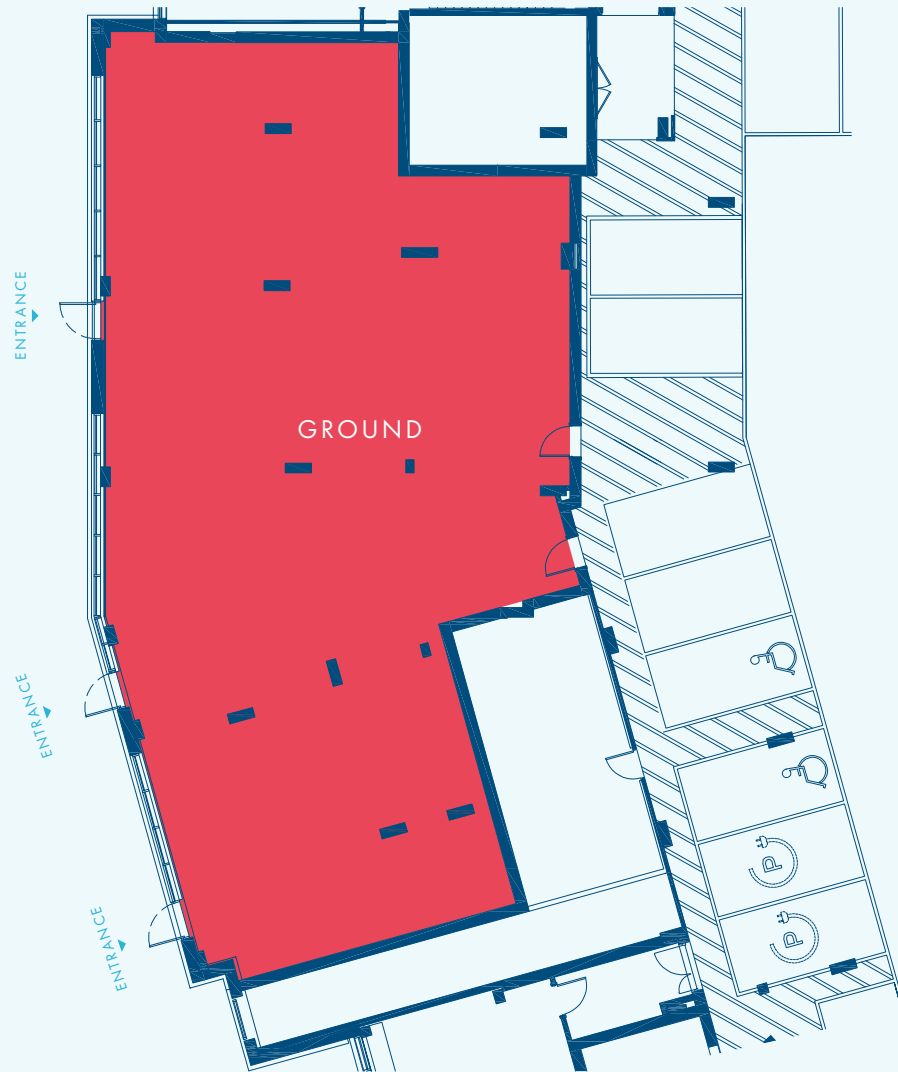
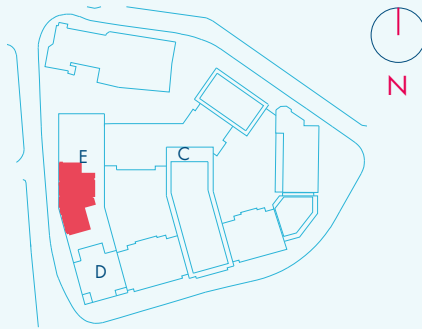


## UNIT R06B

FLEXI COMMERCIAL

GROUND

3,541 SQ FT



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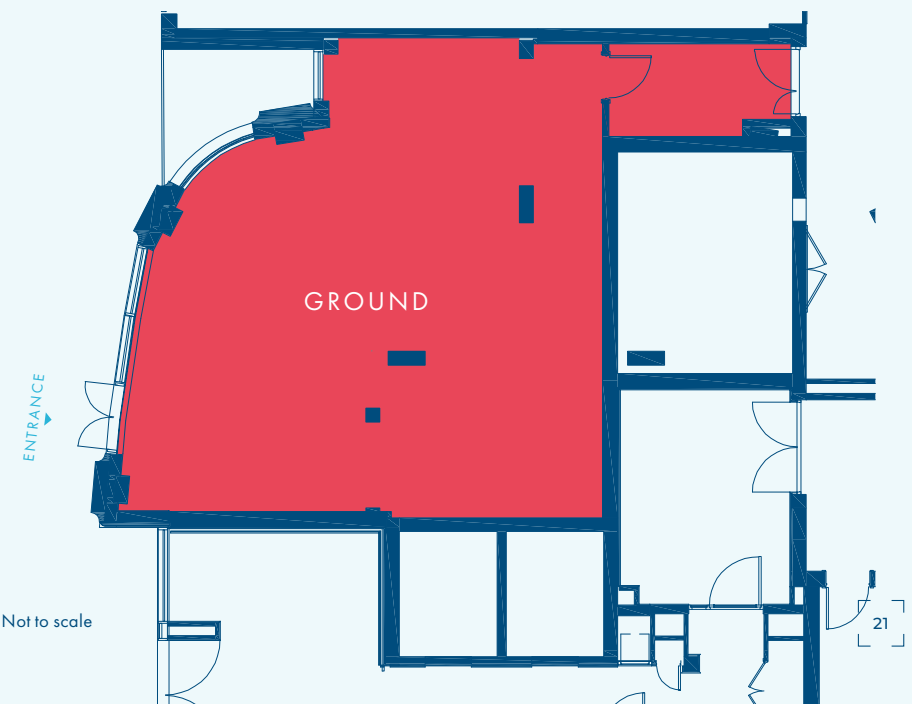
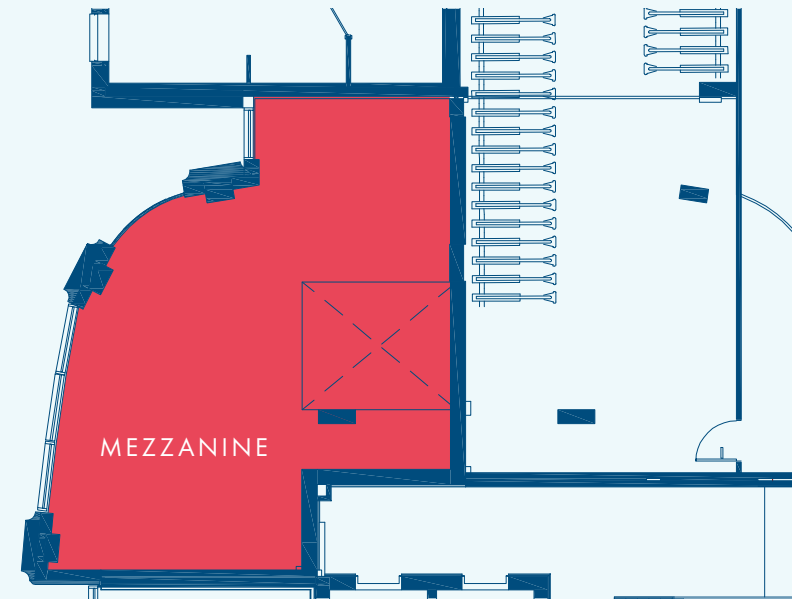
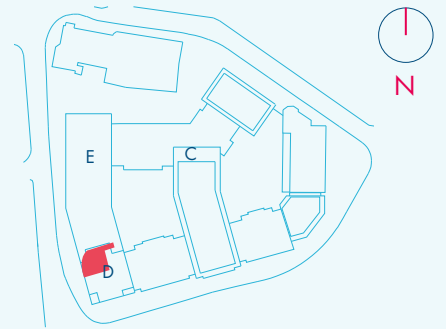
## UNIT R07A

RETAIL/RESTAURANT

GROUND  
MEZZANINE

1,080 SQ FT

629 SQ FT



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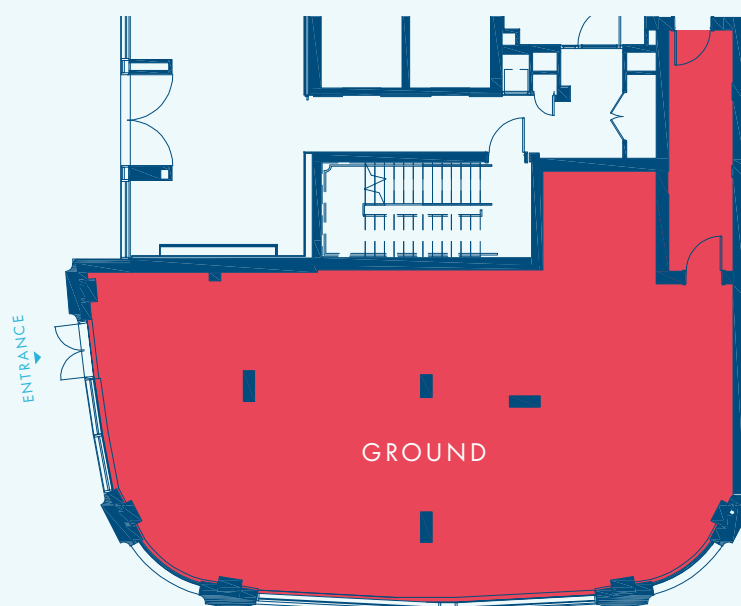
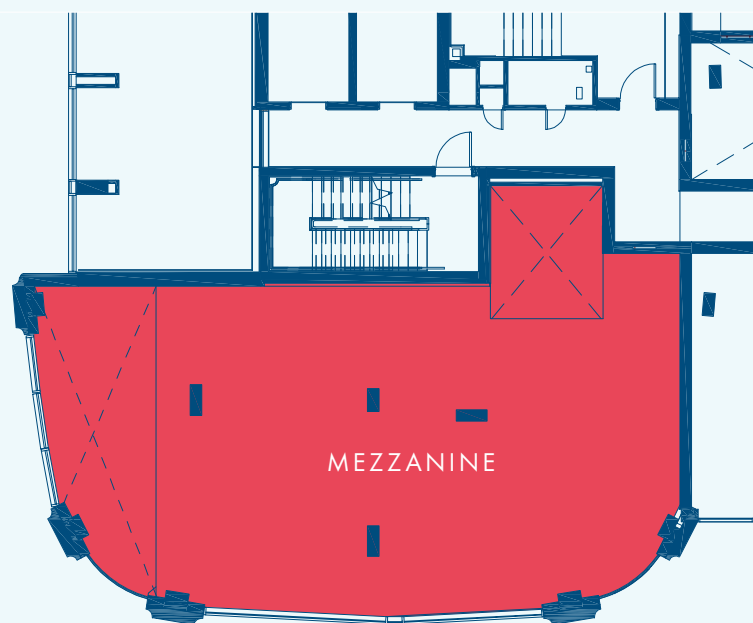
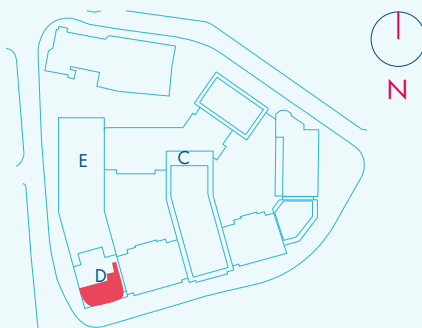


# UNIT R07B

RETAIL/RESTAURANT

GROUND  
MEZZANINE

1,636 SQ FT  
1,203 SQ FT



For indicative purposes only. Not to scale







## FILMWORKS

Preserving the art deco façade of the historic Empire Cinema. Providing over 200 contemporary homes, Filmworks will also include an eight screen cinema and central piazza surrounded by a high-quality mix of restaurants, coffee shops and leisure facilities. Located in the heart of Ealing.



## BATTERSEA REACH

Award-winning riverside development, Battersea Reach has become a thriving riverside community, offering contemporary designed apartments, relaxing open spaces and fast access to businesses, shops, entertainment and international travel. Over six acres of landscaped open space, 300 metres of new riverside walk, Hotel-style 24-hour concierge and excellent transport links.

## DICKENS YARD

A vibrant new urban quarter in the heart of Ealing. A premier destination for stunning apartments, restaurants, fashion, sports & leisure, health & beauty and much more. Located in close proximity to Ealing Broadway Underground station, Dickens Yard residents will benefit from the upcoming Crossrail service, the Elizabeth Line. A vibrant lifestyle quarter with bars, restaurants, fashion & leisure.



## GRAND UNION

Grand Union will create a vibrant new canalside neighbourhood. Located in Alpertown, close to Wembley with great connections into the City and West End. Enjoy a waterside piazza with cafes, restaurants, bars and a community centre at its heart. With 14 acres of high-quality open space including landscaped gardens, riverside meadows, waterside pathways, Grand Union will be a unique waterside destination to live, work and relax.



## ST GEORGE DEVELOPMENTS BUILDING COMMUNITIES





## ST.GEORGE'S VISION



We are committed to delivering high quality new places where people aspire to live. We are passionate about making a difference and delivering sustainable development, with standards being raised even higher through the Berkeley Group Our Vision initiative.



### RENT:

On application

### ARCHITECT:

Design Delivery Unit  
(a Scott Brownrigg company)

### VIEWING:

By joint agent:



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THE  
PIAZZA

DEVELOPED BY

