



GOODMANS
FIELDS

LONDON E1

Goodman's Fields *Redefining City Living*

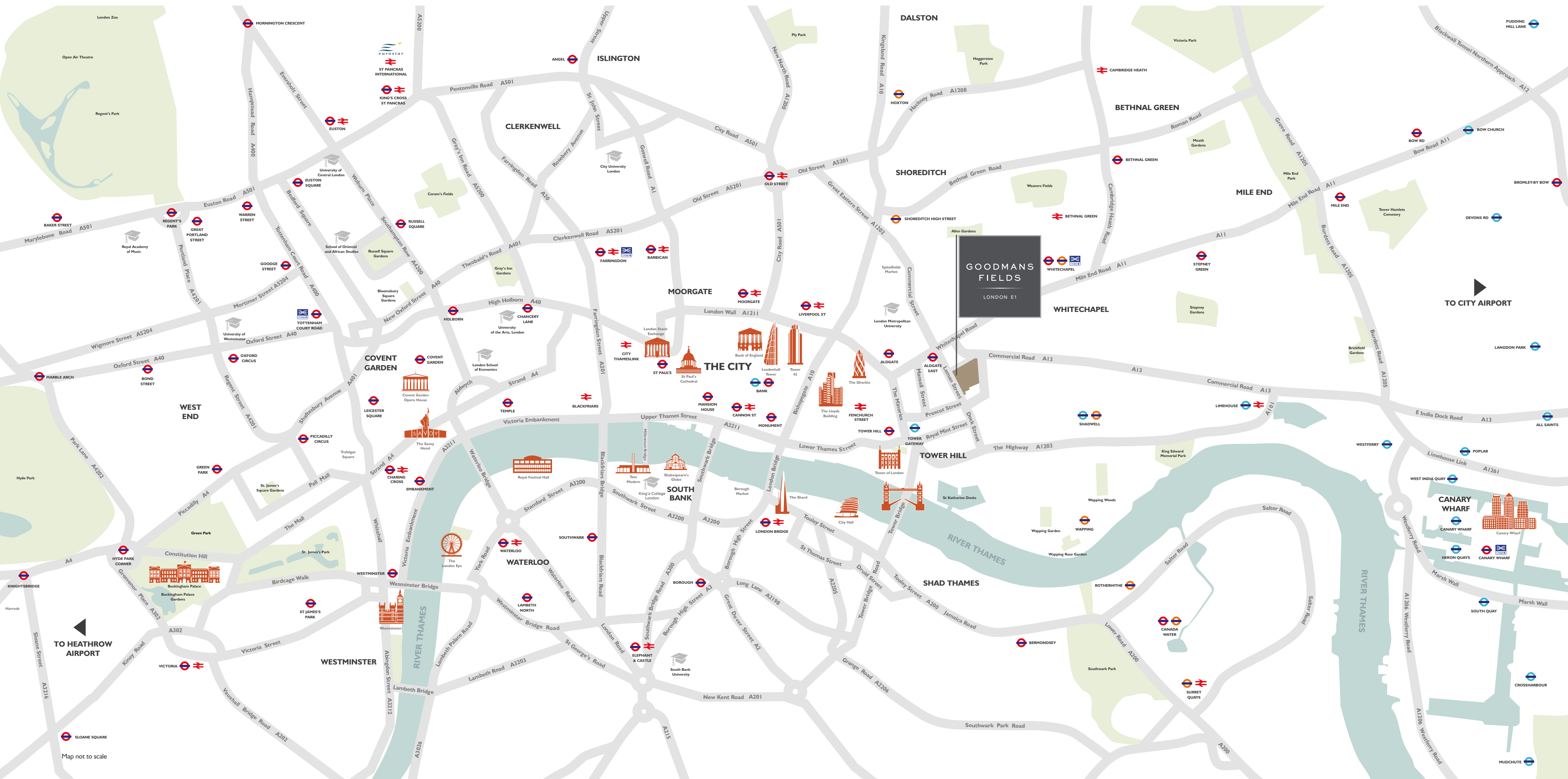
Located close to one of the World's leading financial districts and in one of the most cosmopolitan areas of London, contemporary studio, 1, 2 and 3 bedroom apartments are set within seven acres of stunning residential development.

Welcome to Goodman's Fields, a premier development by Berkeley. With many of the City's famous landmarks, extensive transport routes, social and cultural attractions right on your doorstep, an on-site gym, indoor pool and 24-hour concierge desk, it's more than a home, it's the way you've always imagined city living to be.



GOODMANS
FIELDS
LONDON E1





GOODMANS FIELDS
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A place of luxury and unique history

Once a farm belonging to the Minoresses of St Clare and farmed by Trolop and later Goodman, the area has many stories to tell. Originally Goodman bought the land, giving his name to Goodman's Fields. He kept many milking cows; while his son let a portion of the land for grazing horses. Horses have always featured prominently in London's history throughout the ages, at Goodman's Fields the association continues with a planned sculpture of galloping horses sited in the main plaza. It was here as a direct result of the infamous Dick Turpin stealing a horse from 'Captain' Tom King and stabling it at the then Red Lion Inn of Whitechapel, that a protracted shootout ensued between these two individuals.



Clockwise from left_ An original site map of Goodman's Fields, featuring its surrounding infrastructure and industry. Horses have always featured prominently in London's history throughout the ages. Pictorial representation of the 1737 shoot-out involving the highwaymen Dick Turpin and 'Captain' Tom King.

A plan of the cities of London, Westminster and Southwark with contiguous buildings is reproduced by kind permission of the publishers Harry Margary



More than just a place to call home

Featuring prominently against the backdrop of London's skyline north of the Thames, and offering striking views of the surrounding areas important landmarks, Goodman's Fields has been created for modern and comfortable living. Built on seven acres of land, of which two acres are dedicated to beautiful gardens that offer the perfect retreat, the development is within easy reach of the world's leading global businesses, premier restaurants, theatres and bars.

The architect



Designed as a 21st century version of the towers of San Gimignano in Italy, Goodman's Fields represents a new modern urban quarter in the City. With its recognisable front featuring a delicate filigree of aluminium fins which articulate the framing of the glazed balconies, the building expresses a cluster of slender glass beacons for everyone to aspire to live in.

Alex Lifschutz
Lifschutz Davidson Sandilands

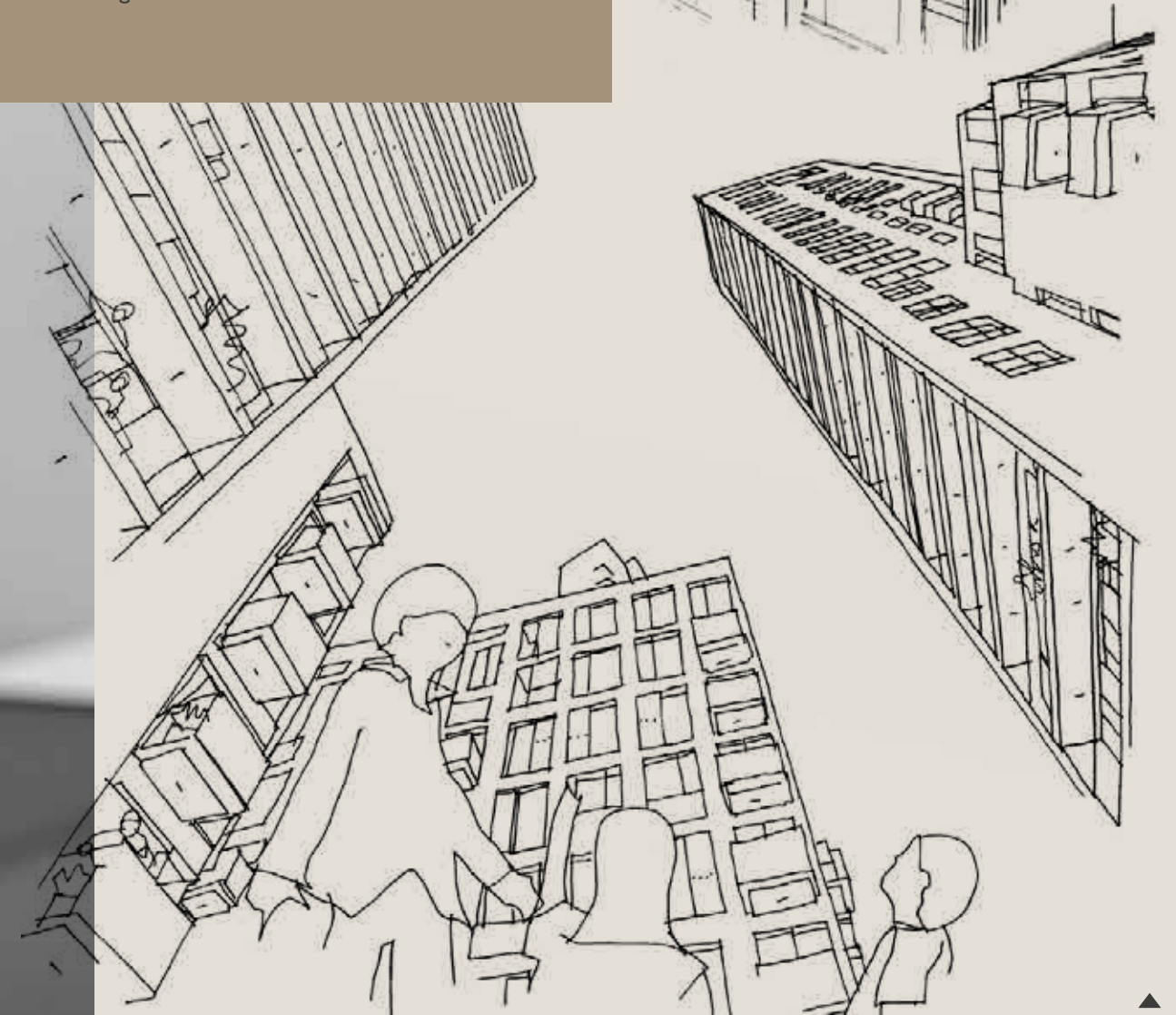
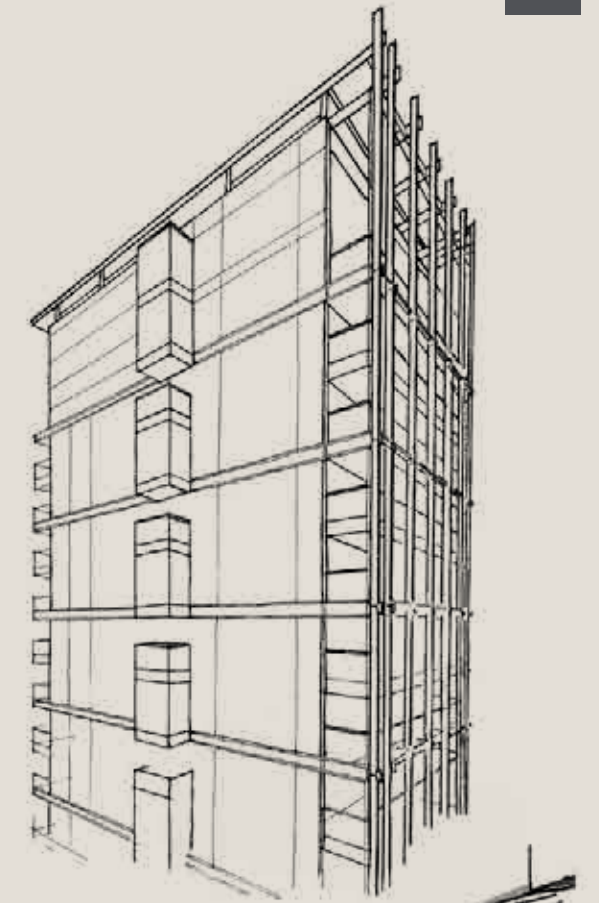


▲ The towers of San Gimignano in Tuscany, Italy



Lifschutz Davidson Sandilands

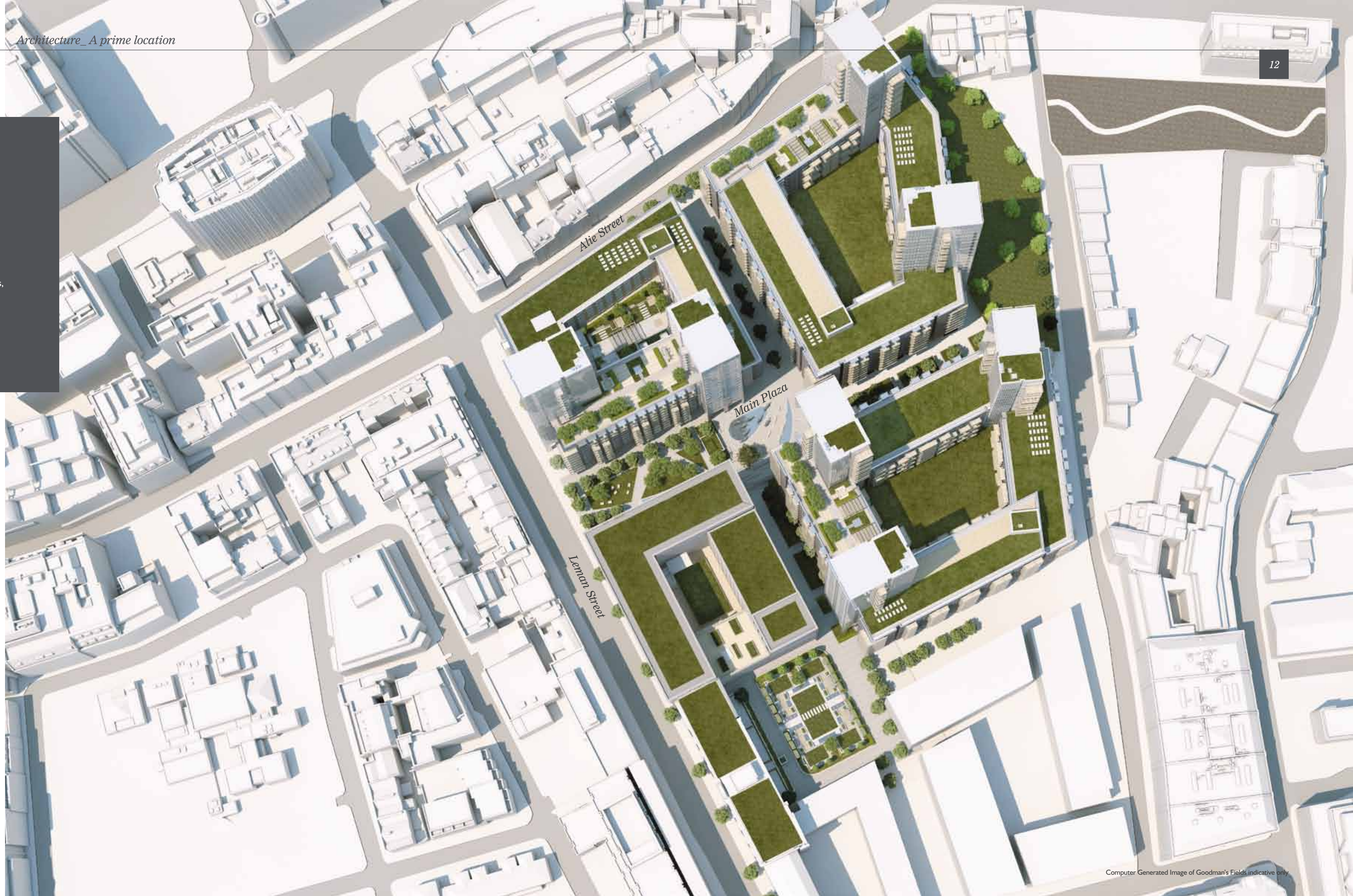
An award-winning practice of architects, design consultants and urban planners, Lifschutz Davidson Sandilands has for twenty years set the benchmark for creating innovative residential architecture and lasting communities that complement and transform the physical and social fabric of surrounding areas. Addressing the challenges of providing high quality, flexible and modern housing that integrates with its context and ages with grace, they manage on each occasion to create innovative architecture that is both striking and sustainable.

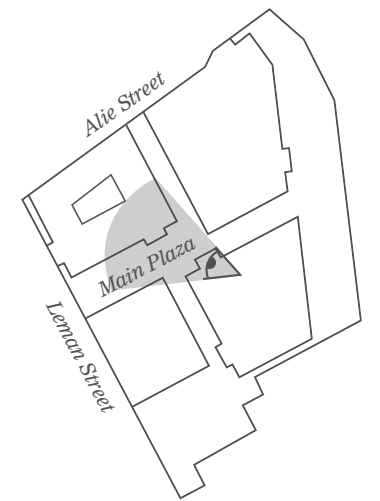


▲ Lifschutz Davidson Sandilands sketches of Goodman's Fields architecture

Architecture
A prime location

Surrounded by three main streets that offer easy pedestrian and vehicle access to London's main road and rail networks, Goodman's Fields is conveniently located. Encapsulating the desire for the development to be a gateway to the City, the architect's well conceived vision for the site has been to create a network of streets and spaces, designed to naturally blend the new development into the surrounding neighbourhoods.





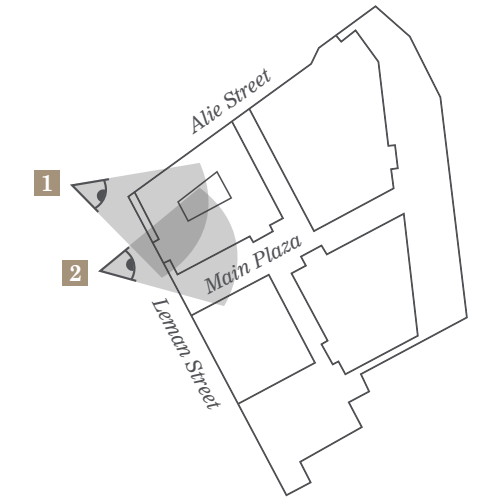
Architecture
The new urban quarter

Arranged around a central Main Plaza, six slender towers rise proudly into the sky above Park Square and Garden Square – areas of high quality public open space that have added a new and welcome dimension of recreational ground to the area. The architecture is dynamic and openly modern. At night the towers become transformed as the inner and outer lighting bring the building to life acting as an attractive marker of this new quarter in the City.



1 Left_
Sweeping columns that provide the development's support base have been carefully designed to show off the modern architecture.

2 Below_
With a raised entrance to the building and the top of the tower featuring an extended height 'crown' which forms a distinctive roofscape, the feeling of space is accentuated throughout.



*The
landscape
architect*

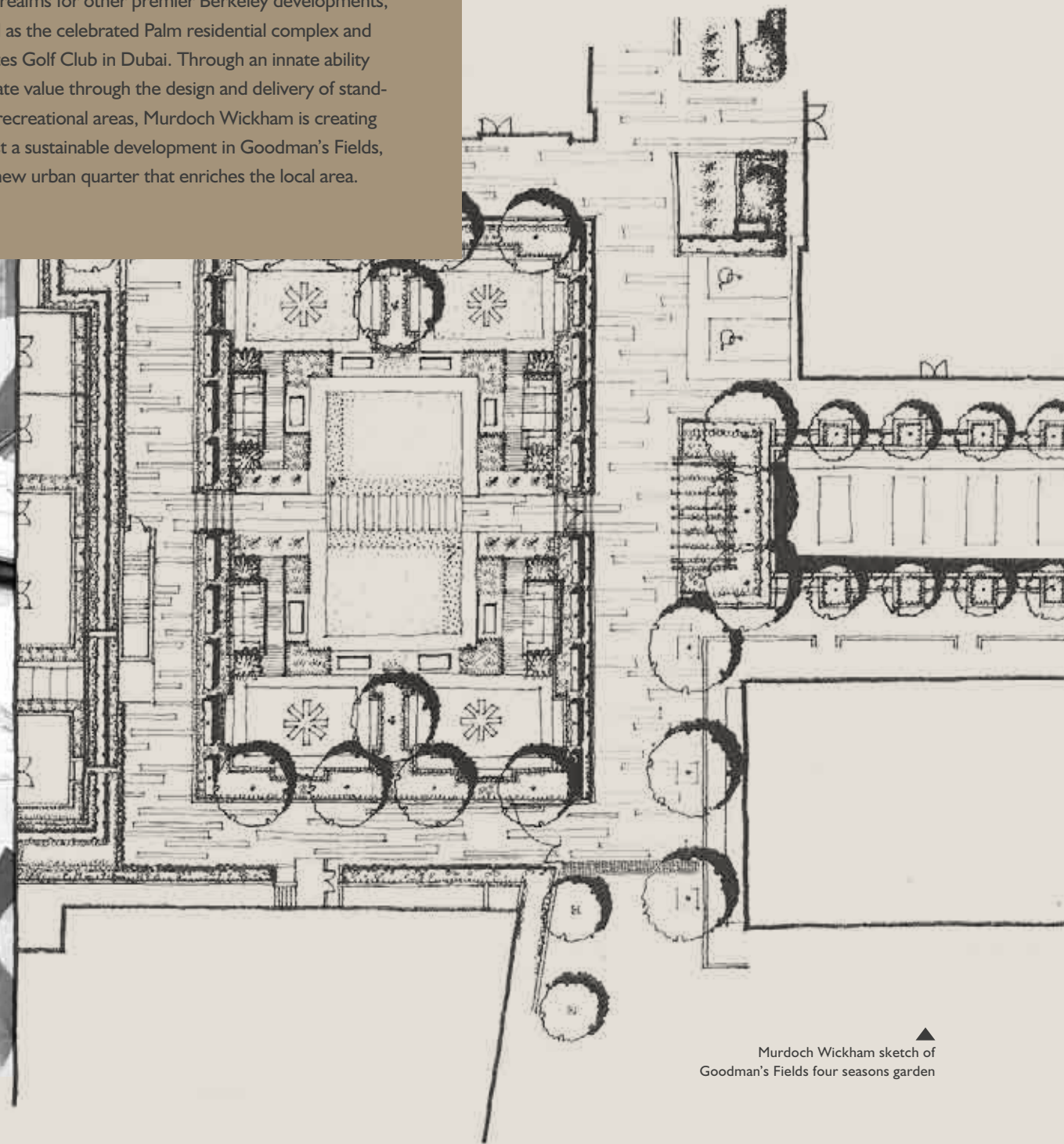


Murdoch Wickham

Murdoch Wickham has drawn acclaim for landscape design projects that are as much about providing proactive solutions to visionary developments, as creating vibrant open space areas. Flowing from the creative spirit of John Murdoch, Director and chief designer, Murdoch Wickham has been instrumental in creating distinctive public realms for other premier Berkeley developments, as well as the celebrated Palm residential complex and Emirates Golf Club in Dubai. Through an innate ability to create value through the design and delivery of stand-alone recreational areas, Murdoch Wickham is creating not just a sustainable development in Goodman's Fields, but a new urban quarter that enriches the local area.

Large high-quality open spaces at Goodman's Fields have been designed to both beautify and complement the make-up of the site, thereby bringing to life a development that inwardly enjoys a sense of togetherness and outwardly reflects a strong expression of its own unique identity.

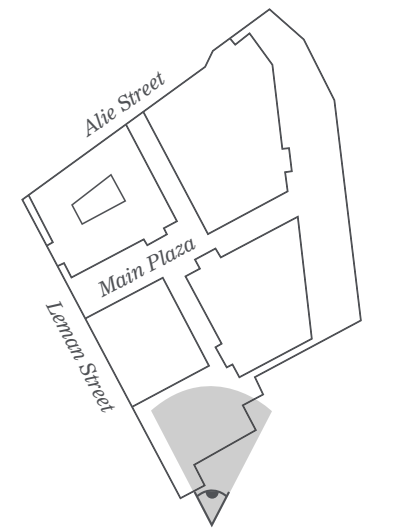
John Murdoch
Murdoch Wickham

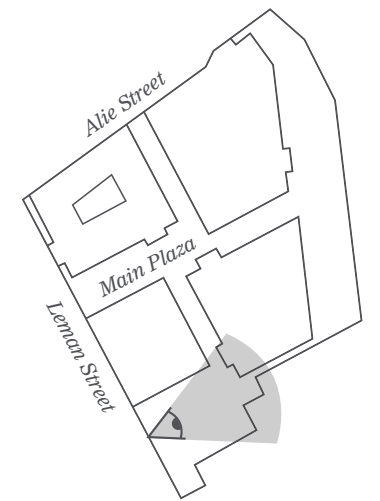
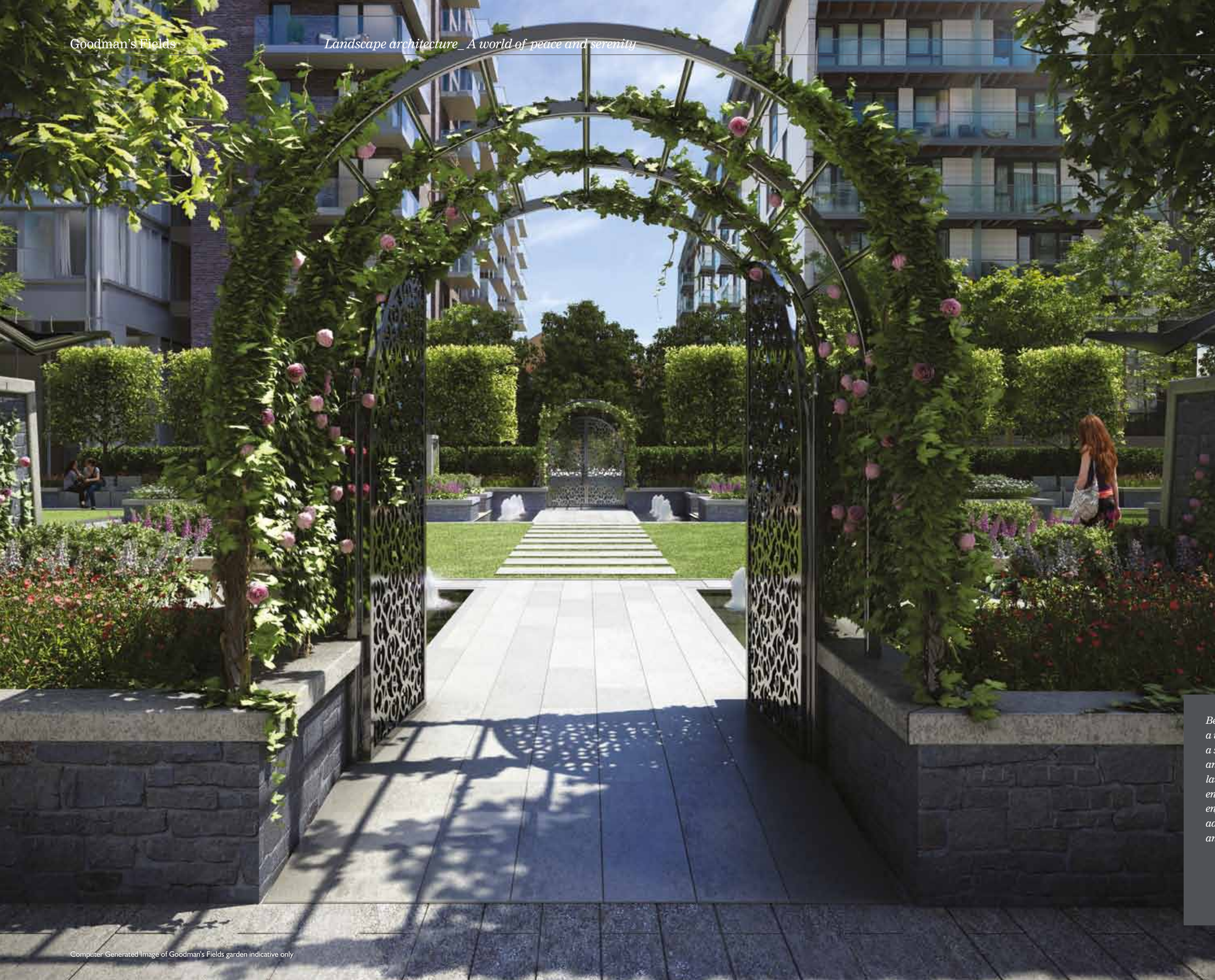


Murdoch Wickham sketch of
Goodman's Fields four seasons garden

Landscape architecture
**A world of peace
and serenity**

When it's time to switch off, get lost in your thoughts, and escape the hustle and bustle for those few moments, Murdoch Wickham has designed the perfect retreat. Character city gardens, animated with water features, quality hard and soft landscaping and focal elements of public art weave their way around you. Turning Goodman's Fields into a habitat full of visual and soulful appeal.





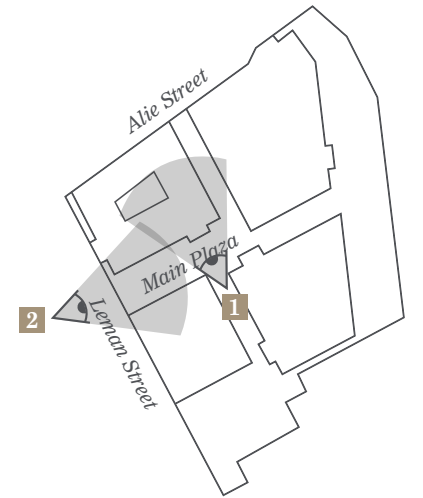
Beautifully balanced archways create a virtual guard of honour as you enter a series of connecting pedestrian streets and piazzas. Flanked by manicured lawns and fountains, this is an environment where you can relax and enjoy the summer sun, or walk around admiring the rows of flowers that add an extra dimension of colour and smell.

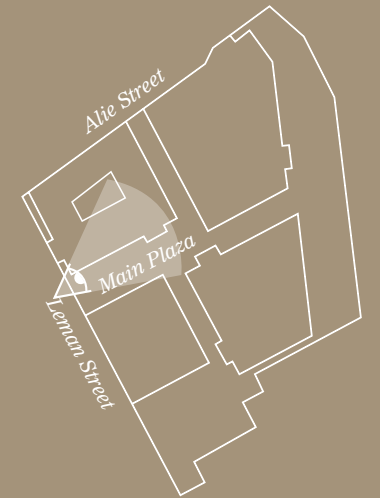




1 Left
The main plaza serves as a visual reminder of the leading role that horses have played in London's rich history.

2 Below
Populated with a variety of rest areas, these spaces provide a culturally vibrant streetscape, combined with peaceful leisure gardens.





*Life at Goodman's Fields
Boulevard of dreams*

Arranged around a central main plaza that plays host to popular restaurants, bars, pop-up urban art displays and other attractions that make this vibrant region of London so unique and attractive for spending leisure time, Goodman's Fields is perfectly located to make sure that you're always in touch with and immersed in cultural and social events as they unfold around you.



*Life at Goodman's Fields
To good health*

Featuring ambient lighting and heated for all year enjoyment, the pool at Goodman's Fields provides a perfect place to exercise or unwind. If you want to sit back and relax, a whirlpool and ergonomically designed loungers are close by. In addition there is a state-of-the-art, well-equipped modern gym, complete with luxurious changing rooms.



Life at Goodman's Fields
It's all covered

If you're looking for an on-site venue from which to conduct business meetings and presentations from, a 24-hour concierge to organise bookings for you or a hotel on your doorstep that has all the amenities and accommodation needed, Goodman's Fields has it all.

The business lounge

Business never sleeps. Goodman's Fields houses a business lounge that residents can reserve offering fast access broadband, photocopying, printing and other vital services. Situated on the first floor near to the concierge desk, this is the perfect environment to stage an early morning meeting, or put together the finishing touches to a crucially important presentation.

The 24-hour concierge

Open 24 hours a day, 7 days a week and manned by full-time personnel. The concierge desk is conveniently located for you to quickly stop by and request the booking of theatre tickets, dinner reservations or a chauffeur driven service to get you to the airport and anything else you might need.

The hotel

250 room hotel conveniently located at Goodman's Fields for your friends, family and business colleagues to stay locally.



The interior designers

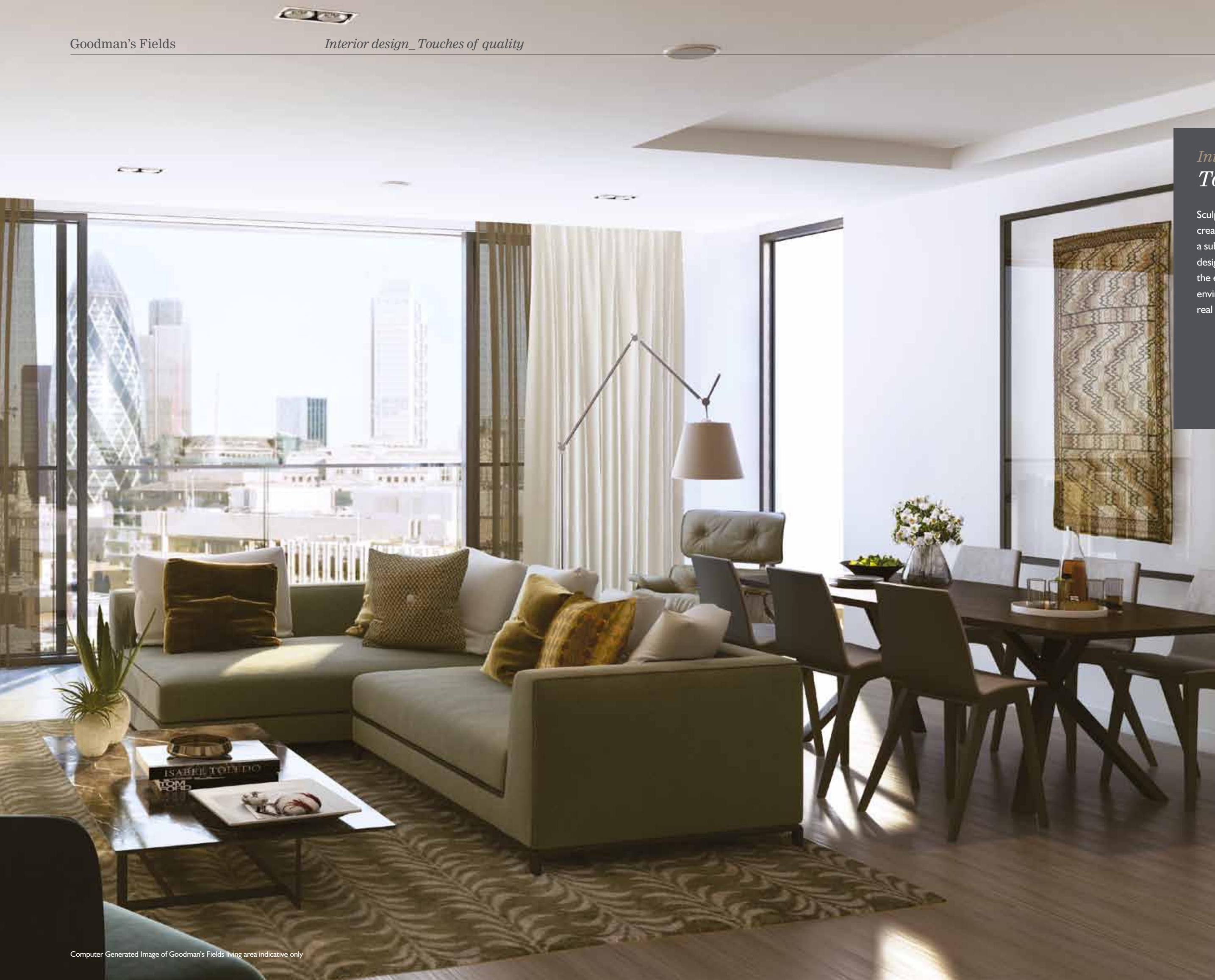
Incorporating a progressive, forward thinking and holistic approach to combining space, surfaces, lighting and fittings into a mix of premium interiors that accentuate quality, expressing luxury in an understated way. Goodman's Fields is quietly seductive and respectfully alluring.

Fiona Naylor
Johnson Naylor

Johnson Naylor

Having built a global reputation for designing world-class interiors over two decades, the design professionals at Johnson Naylor may be unique, but they have one thing in common; A passion, desire and determination to take the visualisation and implementation of each challenging interior design project and move it to a higher level. Here a blank canvas is embraced as the starting point for visionary designs that explore all possibilities within the permitted envelope. The results surpass expectations and come to represent a visual celebration of modern living.





Interior design
Touches of quality

Sculpting the space with light-coffers over dining areas creates an even and harmonious illumination, along with a subtle division of the living spaces. The considered design approach lightens and lifts the space. This is the epitome of modern open plan living. Creating an environment that makes relaxing and entertaining a real pleasure.



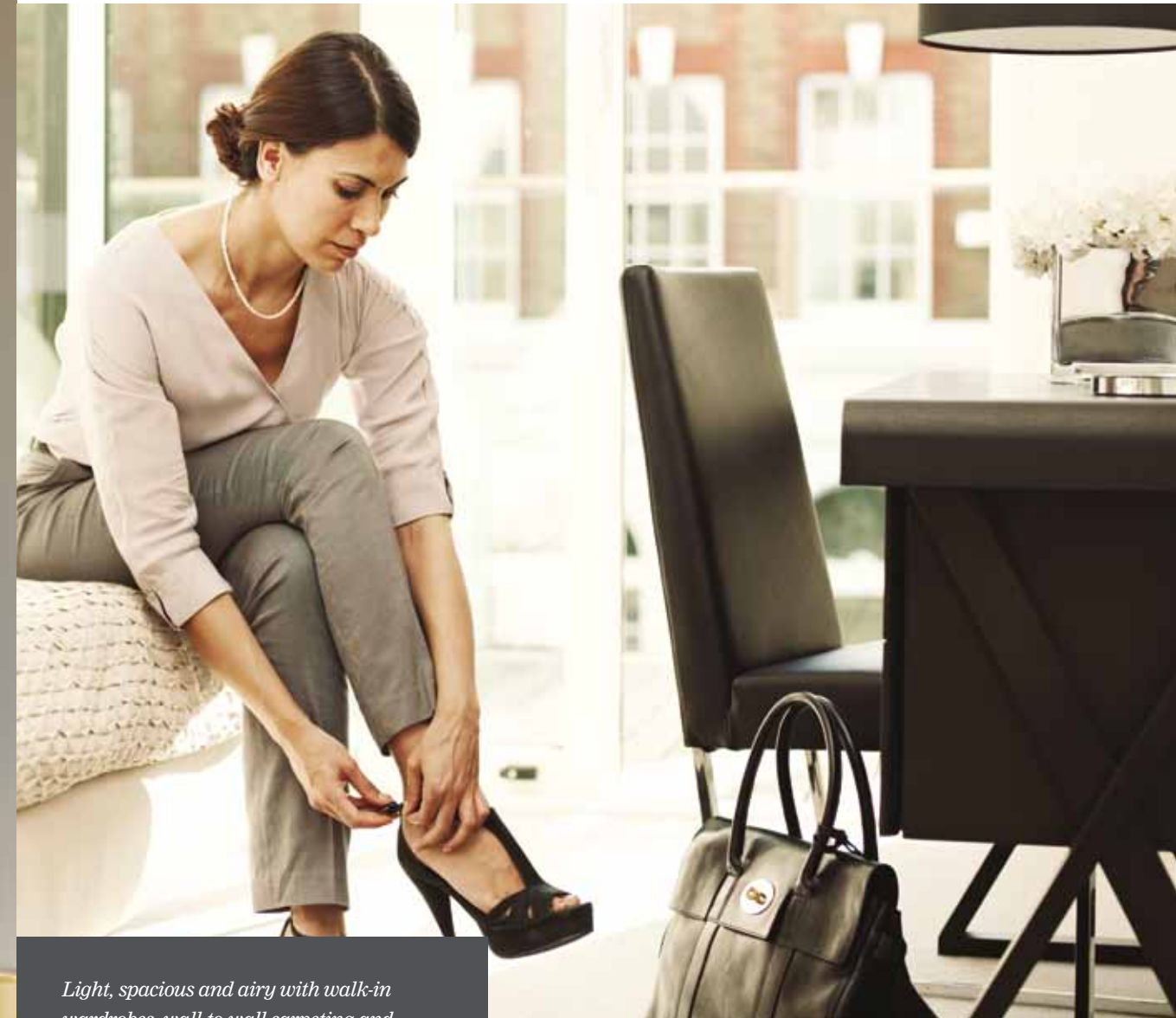
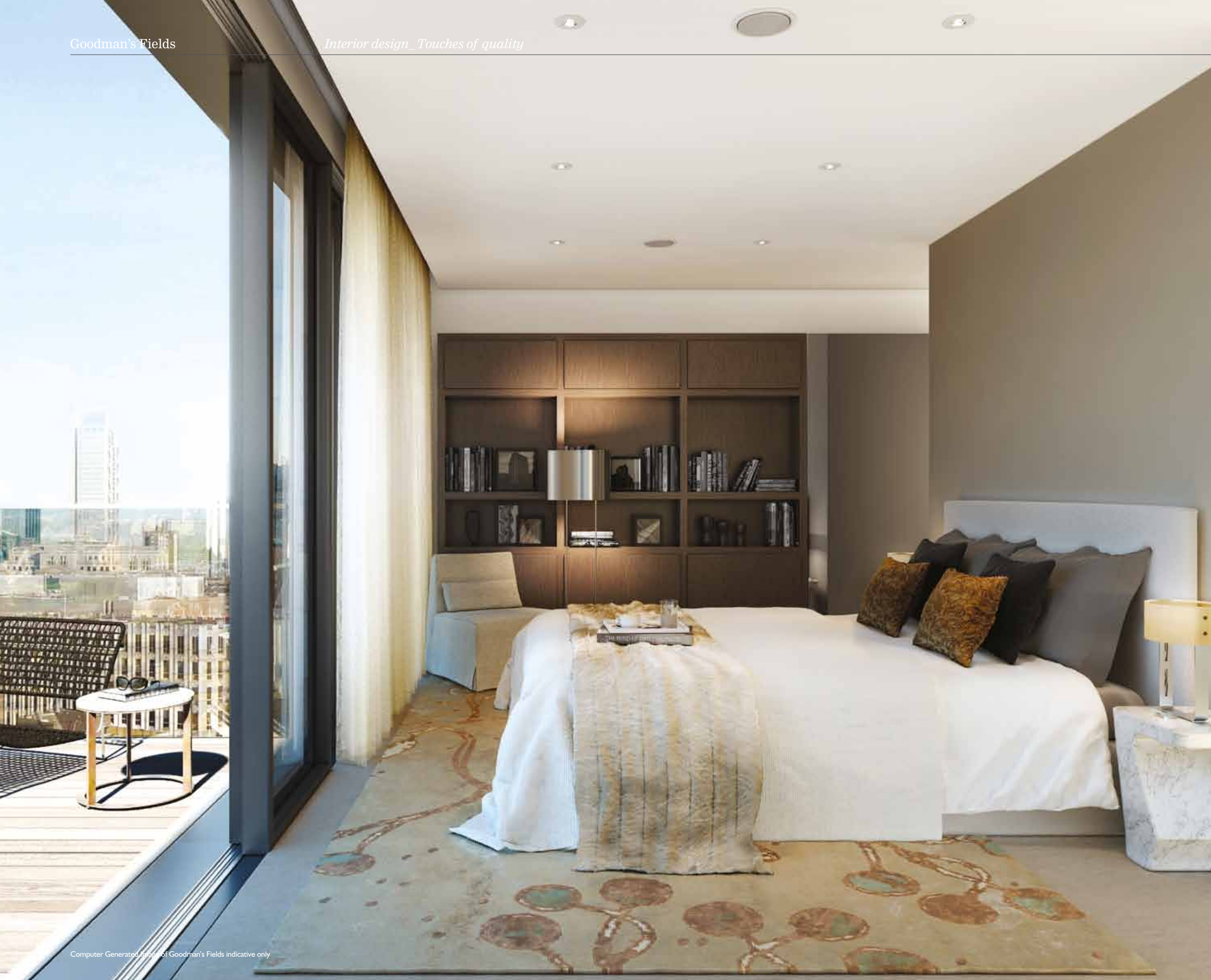


Computer Generated Image of Goodman's Fields indicative only



Elegant, sleek and ergonomically designed, the kitchen has been created to form part of the open plan living space and is strategically positioned to offer unrestricted views to the living area. Premium appliances that are prominent, but not dominant, and a wealth of storage options, mean that every detail has been considered and thoughtfully taken care of.





Light, spacious and airy with walk-in wardrobes, wall-to-wall carpeting and floor-to-ceiling glass sliding doors many of which offer striking views and easy access to the balcony, the bedrooms blend comfort and practicality together in a perfectly natural way.

Handle-free units in a choice of lacquer or veneer finish, featuring cutlery drawer, magic corners, pull out larder and vegetable draws

Feature lighting to underside of kitchen high level units

Composite stone work top with matching splashback

Siemens integrated microwave oven

Siemens induction hob

Siemens integrated single multi-function oven

Stainless steel undermounted sink with single level kitchen mixer

Recessed LED downlights throughout

Interior design The living is easy

Complete with engineered oak timber floors that give this living area that warm appeal, time can be spent at the breakfast bar reading over the morning paper, or putting the finishing touches to a business presentation. The area enjoys a great deal of natural light, but also offers recessed adjustable LED downlights.

Windows, winter gardens and Juliette doors with sealed double-glazed units

Underfloor heating throughout

Oak engineered timber floor

Bespoke mirrored cabinet with integral lighting and glass shelves

Large format porcelain wall and floor tiles

Deckmounted rectangular basin with single level basin mixer

Double ended bath with tiled bath panel and frameless square top hinged bath screen

Overhead shower and hand shower set on riser

Thermostatic mixer and diverter

Wall-hung WC with soft close seat and dual flush

Interior design
Entertaining in style

The stylish penthouse with its open plan design, large glass sliding panels and integrated appliances that include Siemens multi-function ovens, microwave combinations and tall fridge freezers, the combined kitchen, dining room and living room area provides the perfect backdrop for stylish entertaining and harmonious relaxation. You'll also enjoy the little touches such as a wine cooler unit or stone work tops with matching splashback.





The world at your feet

Centrally located in the culturally and socially renowned new urban quarter of London and in close proximity to key overground and underground transport routes, Goodman's Fields has you connected to the City and destinations beyond. A central business district with art galleries displaying works from various countries, historic landmarks that draw thousands of visitors every year and Michelin Starred restaurants with international cuisine, are all right on your doorstep.

Transport

- 1 Aldgate East Underground Station
- 2 Aldgate Underground Station
- 3 Tower Hill Underground Station
- 4 Liverpool Street Station

Culture & entertainment

- 17 Tate Modern
- 18 Whitechapel Gallery
- 19 The Tower of London
- 20 The Barbican Centre
- 21 Shoreditch House

Shopping

- 5 One New Change
- 6 Spitalfields Market
- 7 Westfield Stratford
- 8 Boxpark

Landmarks

- 22 St Paul's Cathedral
- 23 The Shard
- 24 Tower Bridge
- 25 The Gherkin
- 26 City Hall

Restaurants

- 9 Borough Market
- 10 St Katharine Docks
- 11 Galvin la Chapelle
- 12 Hawksmoor
- 13 Rhodes 24
- 14 The Luxe
- 15 Café Spice Namaste
- 16 Coq d'Argent

Business

- 27 More London
- 28 20 Fenchurch Street
- 29 Tower 42
- 30 Heron Tower
- 31 The Pinnacle
- 32 The Leadenhall Tower

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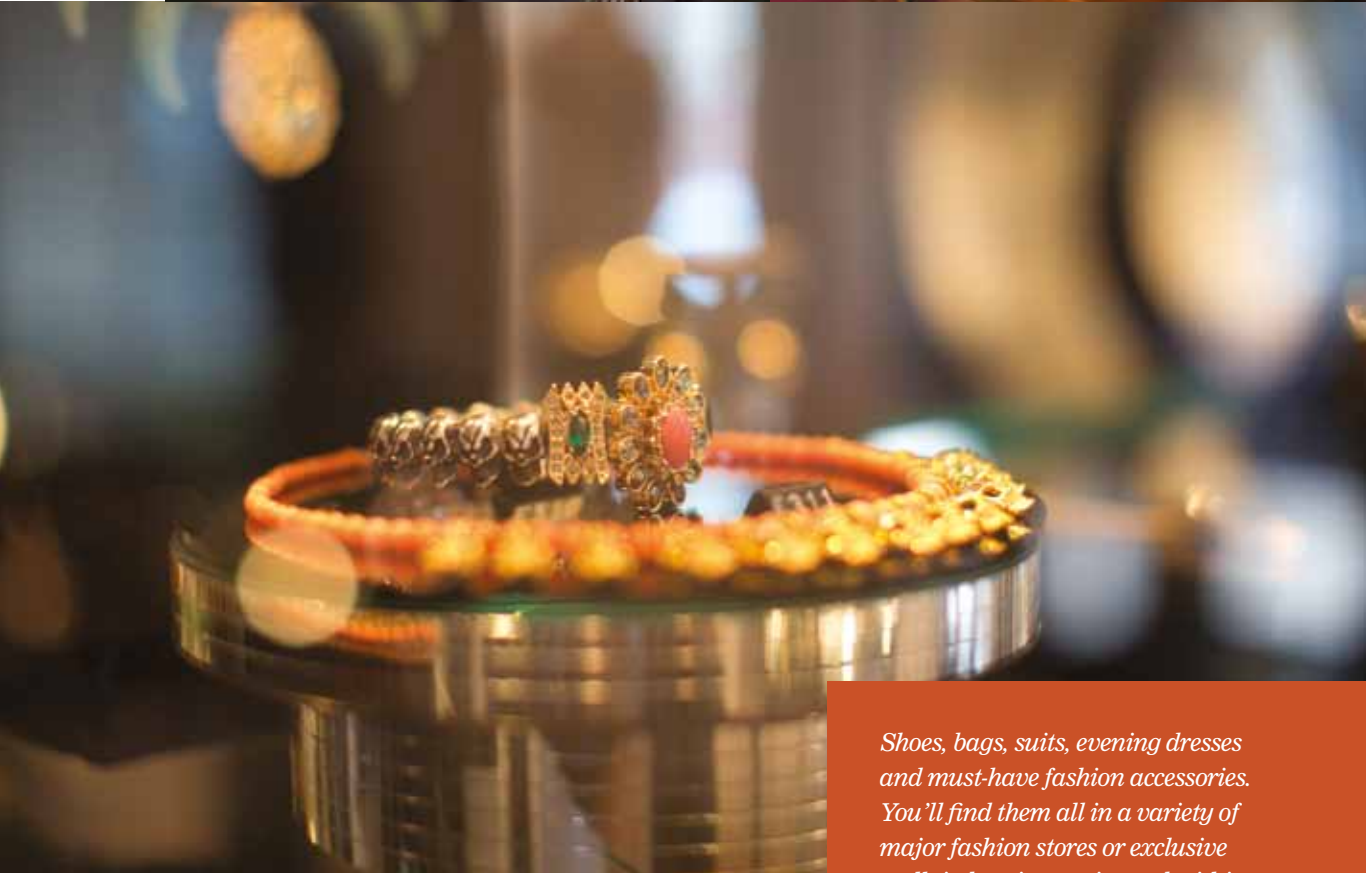
7 Westfield Stratford 14 mins by car
Source: maps.google.co.uk

All times, excluding car travel, are based on travelling at 7.30am on a weekday. Sources: tfl.gov.uk, and Google maps

Dedicated followers of fashion

There's a reason why when it comes to fashion, London is always mentioned in the same breath as Paris, New York and Milan. It is here where you will be able to shop to your heart's content and fill your walk-in wardrobe at Goodman's Fields with designer label clothing, fresh from the fashion ramps, or young designers emporiums across all parts of the City.





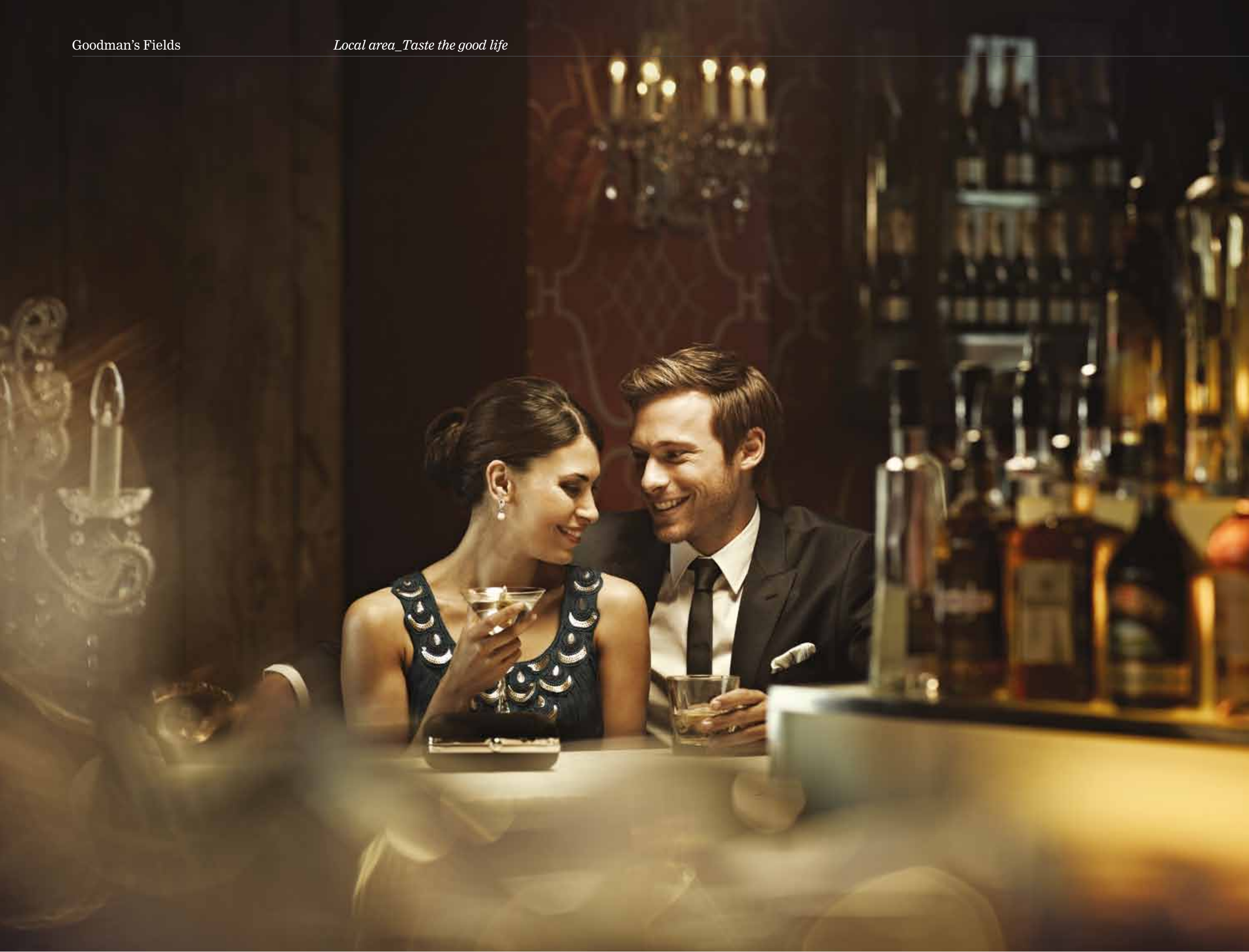
Shoes, bags, suits, evening dresses and must-have fashion accessories. You'll find them all in a variety of major fashion stores or exclusive walk-in boutiques, situated within easy walking distance.



Taste the good life

Whether you are in the mood for fine French cuisine, or sipping on an exotic cocktail at a popular bar in the heart of Threadneedles, you'll never have far to go. With a wide variety of Michelin Star restaurants and gastronomic pubs within easy walking distance, or just a short taxi ride away, the City's greatest culinary delights are just waiting to be savoured.





Socialise with friends at the various wine bars and restaurants that populate this lively and cosmopolitan area. Whatever your dish, you'll find your taste more than catered for. Whatever your drink, you'll find it served exactly to your specification.



Artistic pleasure

Surrounded by world-renowned cultural, artistic and historic landmarks, Goodman's Fields provides the setting to enjoy many unforgettable experiences. Attend theatre and music events at Wilton's Music Hall, take in multiple genres of art at The Tate Modern and Whitechapel Gallery, or take in the latest Hollywood blockbusters or art films at Rich Mix.





**AUBIN
&
WILLS**
REDCHURCH ST

FIRST FLOOR
GALLERY

GROUND FLOOR
STORE

BASEMENT
CINEMA



Galleries displaying works from renowned and up and coming artists, stage theatres putting on productions that have drawn critical acclaim and cinemas showing non-mainstream art films from around the world. That's why London is considered to be one of the art and cultural capitals of the world.

*Making every
journey pleasurable*

Just a two minute walk to Aldgate East underground station from Goodman's Fields means that getting where you want to go, be it across town to a meeting or to an airport for a romantic weekend away, is really quite simple. By taxi, rail, or tube, the central business district, shops and London City Airport are only a short trip away.





River Bus from Tower Millennium Pier*

London Bridge City Pier	4 mins
Bankside Pier	8 mins
Canary Wharf Pier	9 mins
Greenwich Pier	16 mins
London Eye Millennium Pier	23 mins

Walking from Goodman's Fields**

Aldgate East Underground Station	2 mins
Aldgate Underground Station	5 mins
Tower Gateway DLR Station	5 mins
Tower Hill Underground Station	7 mins
Fenchurch Street Station	8 mins
Liverpool Street Station	15 mins

DLR From Tower Gateway*

Limehouse	4 mins
Bank	10 mins
Canary Wharf	13 mins
Custom House for Excel	16 mins
Greenwich	21 mins
London City Airport ✈️	25 mins
Woolwich Arsenal	31 mins
Stratford International	32 mins

Underground from Aldgate* / Aldgate East **

St. Pancras International	14 mins
Bond Street	20 mins
Green Park	21 mins
Covent Garden	22 mins
Stratford International #	22 mins
Heathrow Airport (via Heathrow Express from Paddington) # ✈️	44 mins

Cycling from Goodman's Fields*

Old Spitalfields Market	5 mins
Bank	6 mins
London Bridge	9 mins
Canary Wharf	17 mins
Waterloo Station	17 mins
Piccadilly Circus	20 mins
Hyde Park	28 mins
Regents Park	35 mins

Car from Goodman's Fields*

Canary Wharf	9 mins
London City Airport ✈️	13 mins
Westfield Stratford Westfield	14 mins
Bond Street	15 mins
Heathrow Airport (via M4) ✈️	38 mins



London Underground map showing zones 1 and 2

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* Source: tfl.gov.uk
 ** Source: maps.google.co.uk # Departs from Aldgate East
 All times, excluding car travel, are based on travelling at 7.30am on a weekday. Sources: tfl.gov.uk, and Google maps



An educated decision

Goodman's Fields is located within close proximity to various centres for higher learning. Within easy commuting distance from world-renowned Universities and Colleges including the University of Westminster, London University of Arts, Kings College and Imperial College London.

London Universities & Colleges

- London School of Economics*
- King's College*
- London Southbank University*
- London University of Arts*
- University of Westminster*
- Royal Academy of Music*
- Imperial College London*
- London Metropolitan University*
- School of Oriental & African Studies*
- University College London*
- Queen Mary University of London*
- City University London*

The developers

When complete, Goodman's Fields will be a truly world-class new urban quarter that will kick-start Aldgate's regeneration, setting a new benchmark and creating a uniquely exciting place where people of all ages will aspire to live, work and play.

Justin Tibaldi
Berkeley Homes



Berkeley Homes

Berkeley is an added value developer with a passion for creating aspirational, vibrant and sustainable places for people to live in. We operate in London and the South East – markets we know intimately from many years of experience. Quality is a priority, from choosing the right location and style of home, to the construction processes we practice. Attention to detail is paramount in our design approach as is customer care to make the home-buying process as straightforward as possible. For Berkeley, it is not just about the homes we build – it's about the people who build them, how they are built, and the people who live in them.



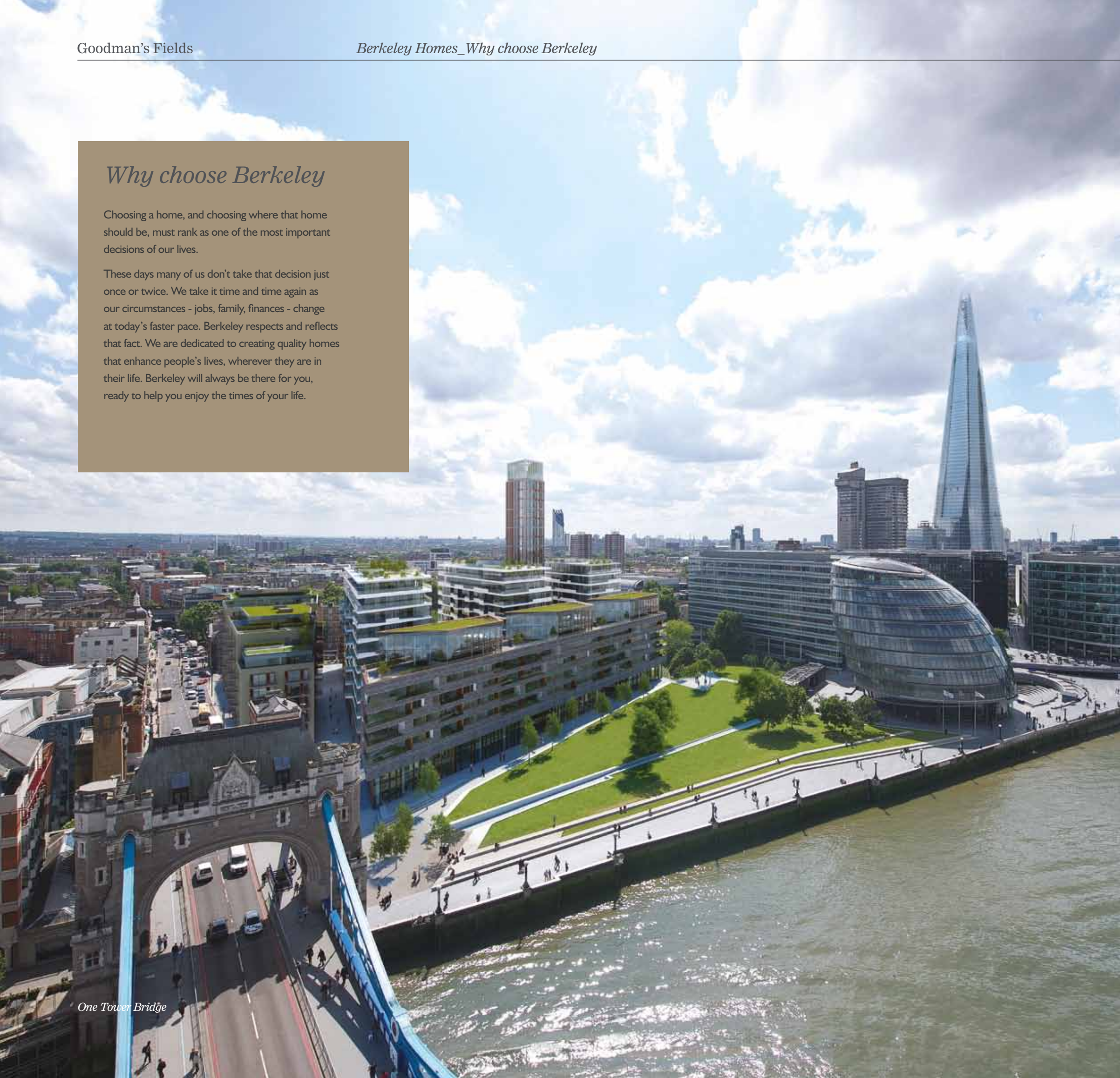
2 bedroom apartment floorplan

Left: Justin Tibaldi, Divisional Managing Director Berkeley Homes (Capital) plc
Right: Piers Clanford, Managing Director Berkeley Homes (Capital) plc

Why choose Berkeley

Choosing a home, and choosing where that home should be, must rank as one of the most important decisions of our lives.

These days many of us don't take that decision just once or twice. We take it time and time again as our circumstances - jobs, family, finances - change at today's faster pace. Berkeley respects and reflects that fact. We are dedicated to creating quality homes that enhance people's lives, wherever they are in their life. Berkeley will always be there for you, ready to help you enjoy the times of your life.



One Tower Bridge



Sugar House, E1



75 Leman Street, E1

Building excellence

For more than 30 years Berkeley has built a reputation for creating sound and stylish homes of real quality. We have the awards and testimonials to prove it. By adopting a consistently demanding approach to location, design and construction, we have been able to add a whole new range of properties to our more traditional, executive homes. We now develop riverside apartments, refurbished historic buildings and urban lofts, providing a variety of lifestyles, all secured by Berkeley standards of quality.

Leaders in sustainability

We continually strive to be industry leaders, and this is never more evident than in our innovative approach to sustainable development. Our programme of sustainability embraces collaboration with local communities and government to improve the quality of life for all, not only now, but in the future. Our truly mixed-use schemes, incorporating residential and commercial buildings, as well as public spaces and amenities, bring new vibrancy to former brownfield sites. It is through this regeneration that we are able to make a vital contribution to improving the social, economic and environmental infrastructure of the communities in which we work.

Timely service

Our customer relations managers are specifically trained to help you through the purchasing process. They will listen to your needs and wishes, advising you accordingly, with the sole aim of achieving a smooth and carefree move. Berkeley is as much about quality of service as quality of construction.

Timeless desirability

Because our homes are well planned, meticulously constructed and excellently appointed, they are easy to run and maintain. More than that, when you decide to move on, you are likely to appreciate once again the wisdom of your investment. Berkeley has a timeless desirability that will last for years. Whatever your ambition for your new home, now is the time to choose Berkeley.

Vision2020

Our vision for your future

Berkeley already leads the field in sustainable development, and we are now raising standards higher still with our Vision2020 initiative.

Our goal

THE CUSTOMER EXPERIENCE

Providing exceptional service to our customers throughout the purchasing process and after completion

DELIVERING SUSTAINABLE COMMUNITIES

Developing sustainable places where people choose to live, work and spend leisure time

BUILDING GREENER HOMES

Creating high quality, well-designed, comfortable homes with low environmental impact

RUNNING A SUSTAINABLE BUSINESS

Managing the environmental, social and economic impacts of our business whilst delivering strong financial performance

When you buy at Goodman's Fields from Berkeley you will be sharing this commitment to a more eco-friendly way of life that has benefits for you and for the whole community.

Sustainability benefits of Goodman's Fields

- BREEAM Excellent for office and retail space
 - Reduced water consumption
 - Energy efficient fixtures and fittings
 - Highly efficient building fabric
- Code for Sustainable Homes – Level 4 for Dwellings Goodman's Fields
 - Reduced water consumption
 - Energy efficient fixtures and fittings
 - Highly efficient building fabric for new build
- Control of surface water runoff and flooding, stored on site
- Providing enhancements in ecology through additional planting and provisions for wildlife
- Combined heat and power plant on site to generate electricity and hot water supported by photovoltaic panels
- Remediation of existing contamination on site
- Considerate Contractors Scheme
- Sustainable procurement of materials for construction
- Sustainable waste management in construction
- Green travel plan and car club
- Sustainable location in proximity to public transport
- On site cycle storage
- Home office provision to all apartments
- Lifetime Homes compliance
- Recycling facilities provided on site
- Provision of recreation space on site

vision
2020

Our vision
for your future

Recent Awards

The Berkeley Group has received many key industry accolades, which demonstrate its commitment to excellence at every level.

Design

Best Development

Royal Arsenal Riverside, Berkeley - Silver Award - *What House? 2011*

Best Exterior Design

Park Crescent at Kingsbrook Park, Berkeley - Silver Award - *What House? 2011*

Best Interior Design

Royal Arsenal Riverside, Berkeley - Bronze Award - *What House? 2011*

Best Renovation

All Saints, Berkeley - Bronze Award - *What House? 2011*

Best Starter Home

Victory Pier, Berkeley - Bronze Award - *What House? 2011*

Best Large Housebuilder

Berkeley Group Holdings plc - Silver Award - *What House? 2011*

Best Brownfield Development

Caspian Wharf, Berkeley - Bronze Award - *What House? 2011*

Business

Britain's Most Admired Company

The Berkeley Group - *Management Today*

Top 10 European Company for Customer Focus

The Berkeley Group - *European Business Awards 2011*

Best Large Housebuilder

Berkeley Group Holdings plc - Silver Award - *What House? 2011*

Housebuilder of the Year

The Berkeley Group - *New Homes and Garden 2011*

Homebuilder of the Year

The Berkeley Group - *The Daily Telegraph British Homes 2011*

Sustainability

Sustainable Developer of the Year

Berkeley Group Holdings plc - Silver Award - *What House? 2011*

Queen's Award for Enterprise in Sustainable Development - 2008

Ranked First in Sustainability Benchmark

Berkeley Group Holdings plc - *Next Generation Sustainability Benchmark 2011*

Contact details

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Berkeley
Designed for life

The information in this document is indicative and is intended to act as a guide only as to the finished product. Accordingly, due to the 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. 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. Goodman's Fields is a marketing name and will not necessarily form part of the approved postal address. Applicants are advised to contact the developer or the developer's agent to ascertain the availability of any particular property so as to avoid disappointment.

