



Date: 5 March 2010
On behalf of: Heron International

Four Seasons Hotel and Residences London at Heron Plaza

Application for major hotel, residential and retail development

Heron International, a leading pan European property group, announces that it has submitted a planning application for a major hotel, residential, retail development and substantial new public open space. Four Seasons Hotel and Residences London at Heron Plaza is the second, and concluding, phase of the works initiated by the construction of the adjacent Heron Tower. Both projects come together to establish a new mixed use centre which will offer a significant addition to the City's architecture, environment and facilities for business.

Heron Plaza is situated in the very heart of the City of London and is just 150m from Liverpool Street Station, one of the biggest local and international commuter hubs in London, and mainline station for Crossrail which will open in 2017.

Heron Plaza is a masterplan devised over the last 15 years which benefits from the common ownership and design approach. The proposals have been developed through pre-application discussions with the key statutory consultees over a three year period and focus on public realm, sustainability and architectural excellence. The cost of the project will be in excess of £500 million.

Four Seasons Hotel and Residences London at Heron Plaza will be a major landmark within the City of London and a significant addition to the City's architecture, environment and facilities for business and will be the first purpose built, luxury hotel constructed in Central London for 30 years; the 43 storey tower will comprise 190 hotel guestrooms/suites and 120 branded residences, state of the art conference and banqueting facilities, top quality meeting and events space, a gym, spa and swimming pool, and will be unmatched in scale and quality by any existing hotels in the City, making it a unique destination. The plaza, at the nucleus of Heron Plaza, will create a new public space animated by shops and cafes at its edges whilst retaining the most characteristic buildings on Bishopsgate and Devonshire Row which will be renovated to form an integral part of the new development.

It will create an organic cluster which clearly identifies the City's financial centre and creates a transition from the large scale of the commercial core to the lower scale of the Bishopsgate Conservation Area. The proposals also support the mixed use urban regeneration that has been underway around Spitalfields Market north east side of the site over the last ten years. The market is a centre for diverse retail, restaurant and café uses which bring vitality to an area which formerly had limited activity outside the working week. In addition, the completed Heron Plaza establishes strong links both to the commercial quarter itself and the mixed use urban quarter to its north.

Both phases benefit from being designed by the same architects Fred Pilbrow and Lee Polisano of PLP Architecture (previously Partners of KPF's London office) providing a common design approach and consistent attitude to order, legibility and urban context. Each tower has its own individual character and considered architectural statement in its own right; yet the two buildings also have many points of underlying similarity and approach. The hotel and residential tower is more private and finely scaled than the

workspace of the Heron Tower. It will have an external screen which will be constructed from a patinated natural copper alloy whose material tone and warmth will provide contrast and balance to the stainless steel to the Heron Tower. Heron Tower and Four Seasons Hotel and Residences London at Heron Plaza will be linked to permit energy sharing which will offer significant carbon savings to both buildings.

Commenting, Gerald Ronson, Chief Executive of Heron International, said:
“This genuine mixed use centre will be a model for sustainable urban development in the Capital. It will create a new public open space, scarce and highly valued in a densely built part of the City. It will provide much needed, unparalleled hotel and residential facilities which reflect London’s status as the financial capital of the world and support the City’s core mission as a centre for business and excellence.”

Scott Woroch, Executive Vice President, Worldwide Development, of Four Seasons Hotels and Resorts, added:

“Four Seasons is proud to be involved in this project which will be a great addition to our existing portfolio in the UK. In addition to Four Seasons Hotel Hampshire, we have had the privilege of operating to two hotels in London, at Park Lane and Canary Wharf. We know that our guests will enjoy having the option to stay in the City within a new development that promises to revitalize and redefine the financial district.”

Media Enquiries and Publication Quality Photographs to:

Emma Kane
Redleaf Communications

+44 20 7566 6700
heron@redleafpr.com

Notes to Editors:

- Heron International is a leading pan European investment and property group with operations in the United Kingdom and continental Europe. Headquartered in London, it is one of Europe’s main property developers and investors.
- Since it was founded in 1965 Heron International has also developed 156 buildings in the key business districts of nine leading cities and has developed, invested in and managed a wide range of prime offices, residential, leisure, hotels and mixed-use projects in the UK and Europe.
- It has developed more than 1 million sq m of commercial and retail property and more than 15,000 residential units in the UK, continental Europe and the USA.
- Further information on Heron International is available at www.heroninternational.co.uk