

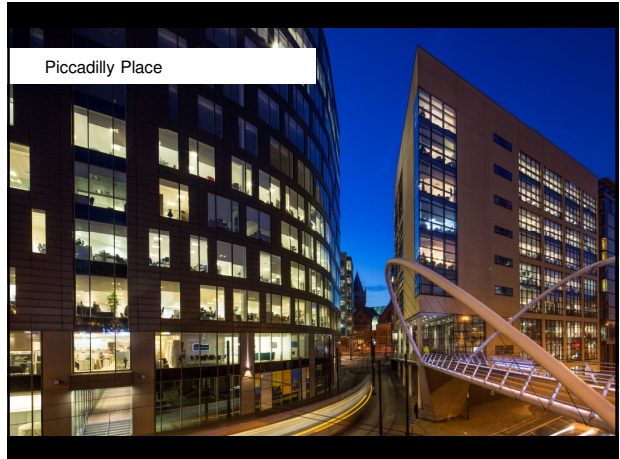
**A Developers Approach for Bespoke End Users as  
against Speculative Commercial Office Delivery**

25 June 2014

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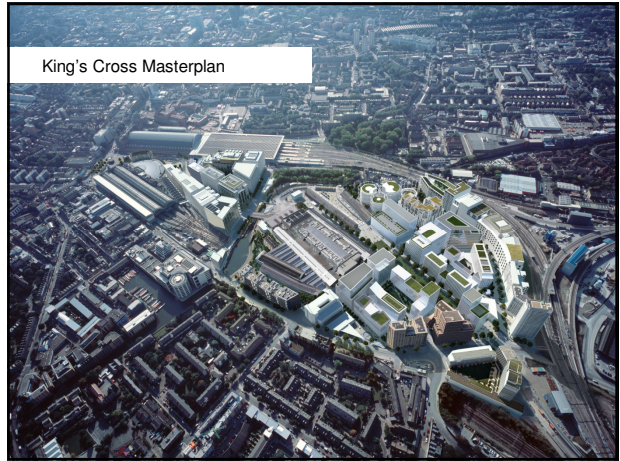
Piccadilly Place



Brindleyplace, Birmingham



King's Cross Masterplan



Thames Valley Park



Four Brindleyplace







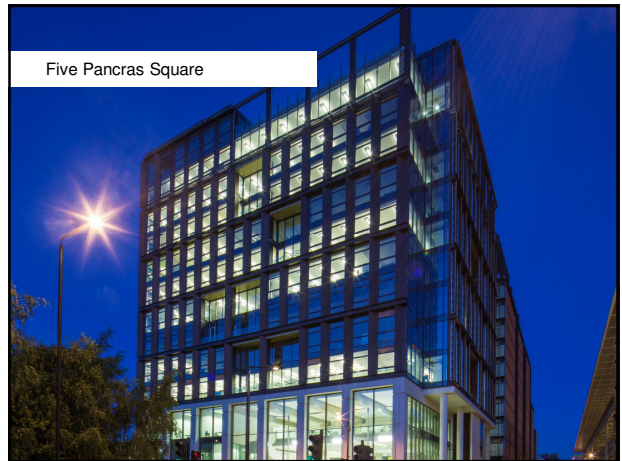
Five Brindleyplace



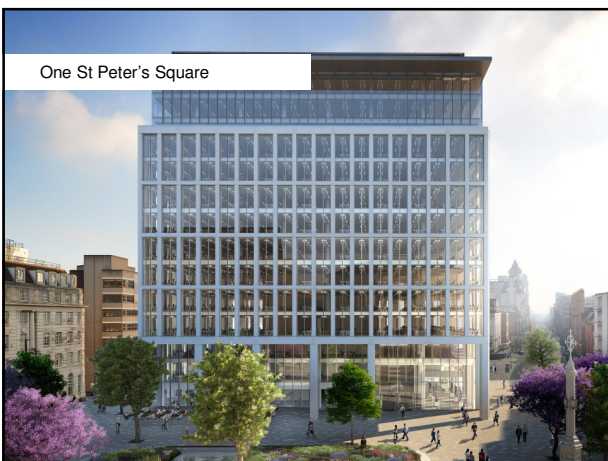
One and Two Pancras Square



Three Brindleyplace



Five Pancras Square



One St Peter's Square

Pros and Cons of Speculative vs Pre-Let

- Who is the Client?
- Freedom of the consultant team / concept design
- Choice of procurement route



### Pros and Cons of Speculative vs Pre-Let

- Agents requirement of flexibility:
  - Maximise floor loadings
  - Column free floors
  - 150mm clear void in floors
  - Conventional heat / cooling requirements
  - Safer reception / core / toilets
  - Maximise occupation levels (1 per 6.5m<sup>2</sup>)
  - Separate Tenancy floors / sub-floors
  - Space for tenants plant / risers
  - BCO spec becomes 'the Bible'
  - Meeting the unknown

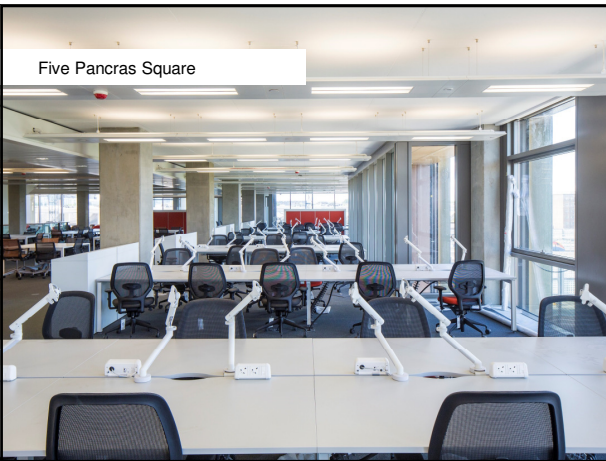


### Five Pancras Square

- Easier to fund
- There are many 'clients'
- Essential to have a robust change order procedure
- Tight cost control
- Hold their hands
- Satisfaction of seeing them taking possession
- Aftercare
- Benchmark / feedback



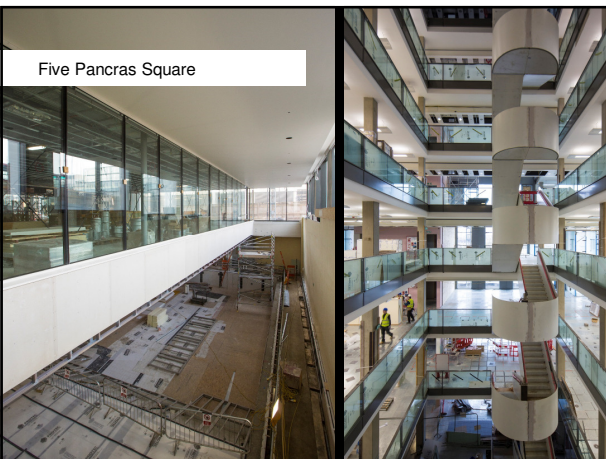
Five Pancras Square



Forbury Square



Five Pancras Square



"Developing a commercial building for a pre-let or end-user must be a better building model than building large empty office buildings and waiting to get lucky."

