



# BLOOM NINE ELMS

RETAIL OPPORTUNITIES

GREYSTAR<sup>™</sup>





25,000 SQ FT OF  
PREMIUM RETAIL  
OPPORTUNITIES  
in the nine elms  
regeneration zone



# DISCOVER LONDON'S retail future

A neighbourhood destination to compliment the established as well as the incoming developments within the Nine Elms major regeneration zone.

The new linear park, the public realm and community will be at the heart of this. Targeting independent operators as well as those with an independent feel but the knowledge of a national.

The operators will be akin to the affordable luxury apartments above and act as not only as amenity for them but as a destination for local residents and visitors alike.



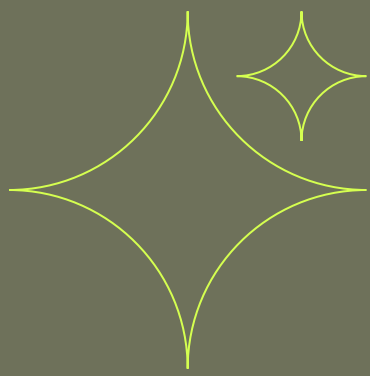




# A THRIVING PLACE for business

One of the most ambitious regeneration sites in London, Nine Elms is designed to be a green, walkable London village. The restaurants and shops on a new section of the Nine Elms Development will benefit from the beautiful bespoke landscaped design of Linear Park and Park Basin. Bloom East and West will be the center point of the masterplan.





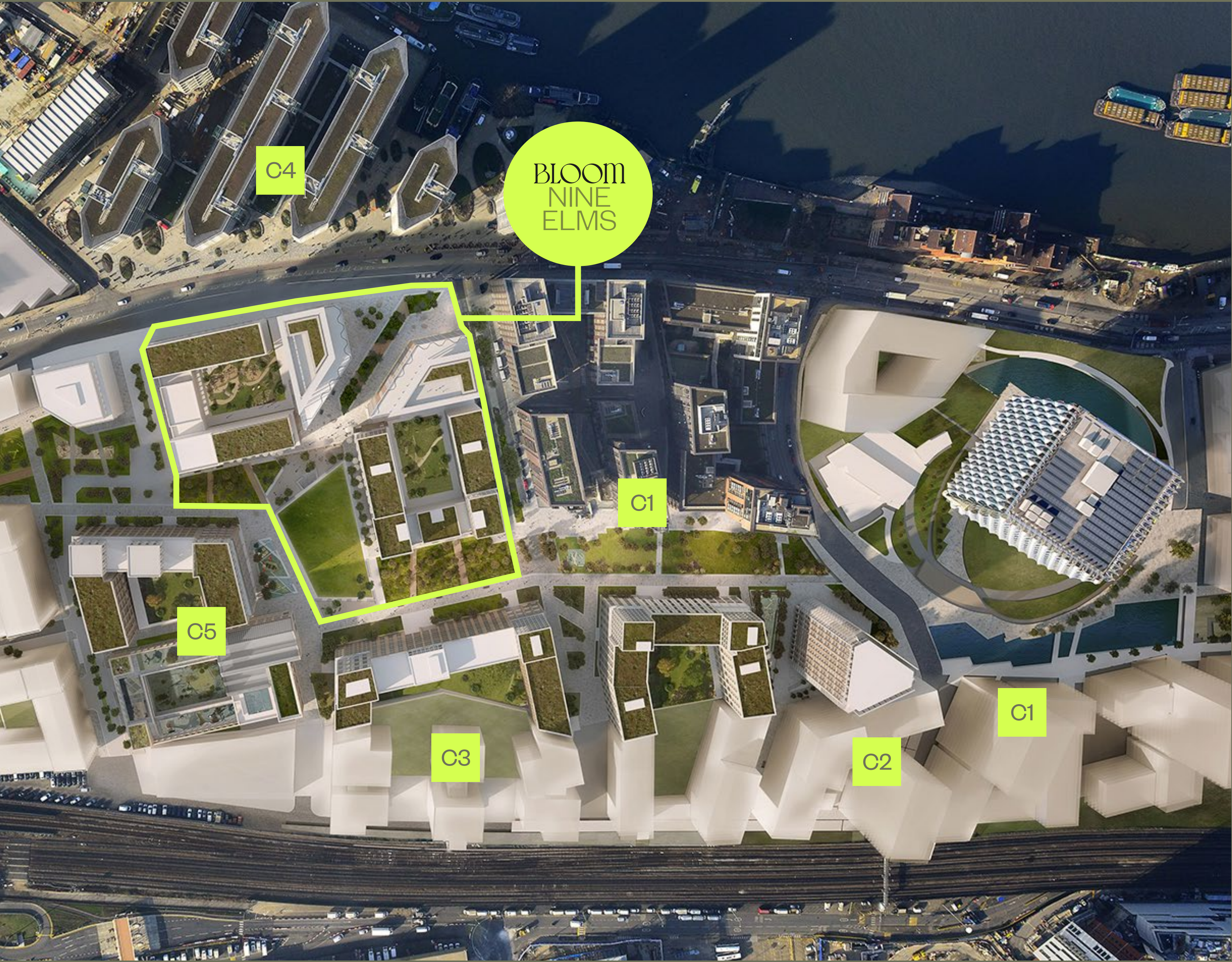
# MAJOR employment HUBS

With an estimated 25,000 jobs in the local pipeline, including 1,000 at the American Embassy and 1,400 with the arrival of Apple’s new campus in Battersea Power Station, it’s set to be a vibrant, busy district with a character of its own. **Bloom Nine Elms now sits in the heart of the area**, which will have 3.5 million m2 of retail, cafes and nightlife at Battersea and New Covent Garden Market.

Between Bloom East and West is the basin of the linear park, which is also the future home of Bloom’s many placemaking events. Hundreds of residents, guests, and local stakeholders will be invited to celebrate the Nine Elms community while the space is activated with local food and retail vendors.







# MAJOR residential DEVELOPMENTS

A total of 11,500 residential units  
with at least 28,750 residents  
within 10 minutes' walk

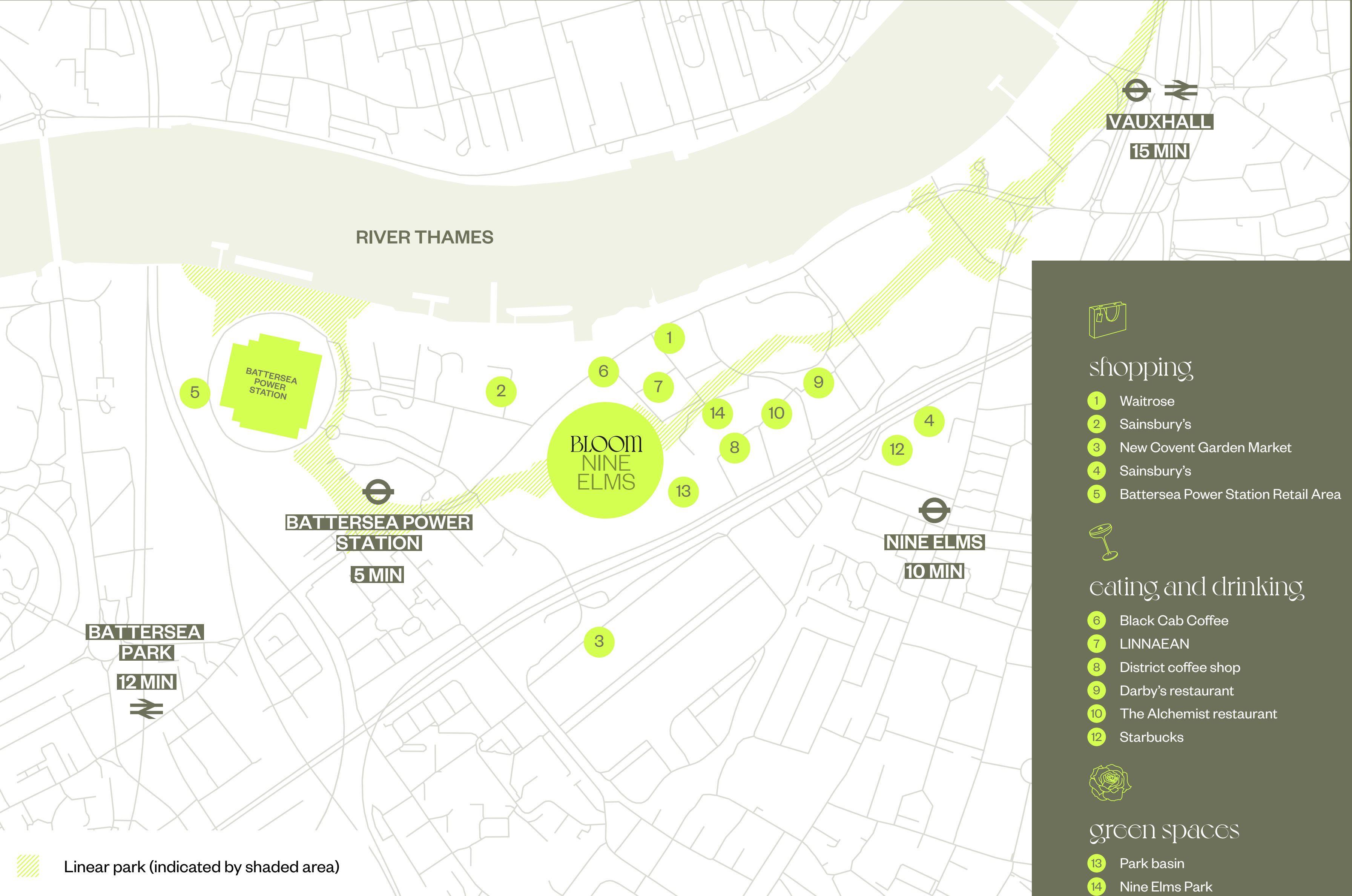


- C1 Embassy Gardens 2,850 units
- C2 The Residence – 510 units
- C3 Lexington Gardens – 357 units
- C4 Riverlight Quay – 813 units
- C5 Galliard scheme – 262 units (incl. School)

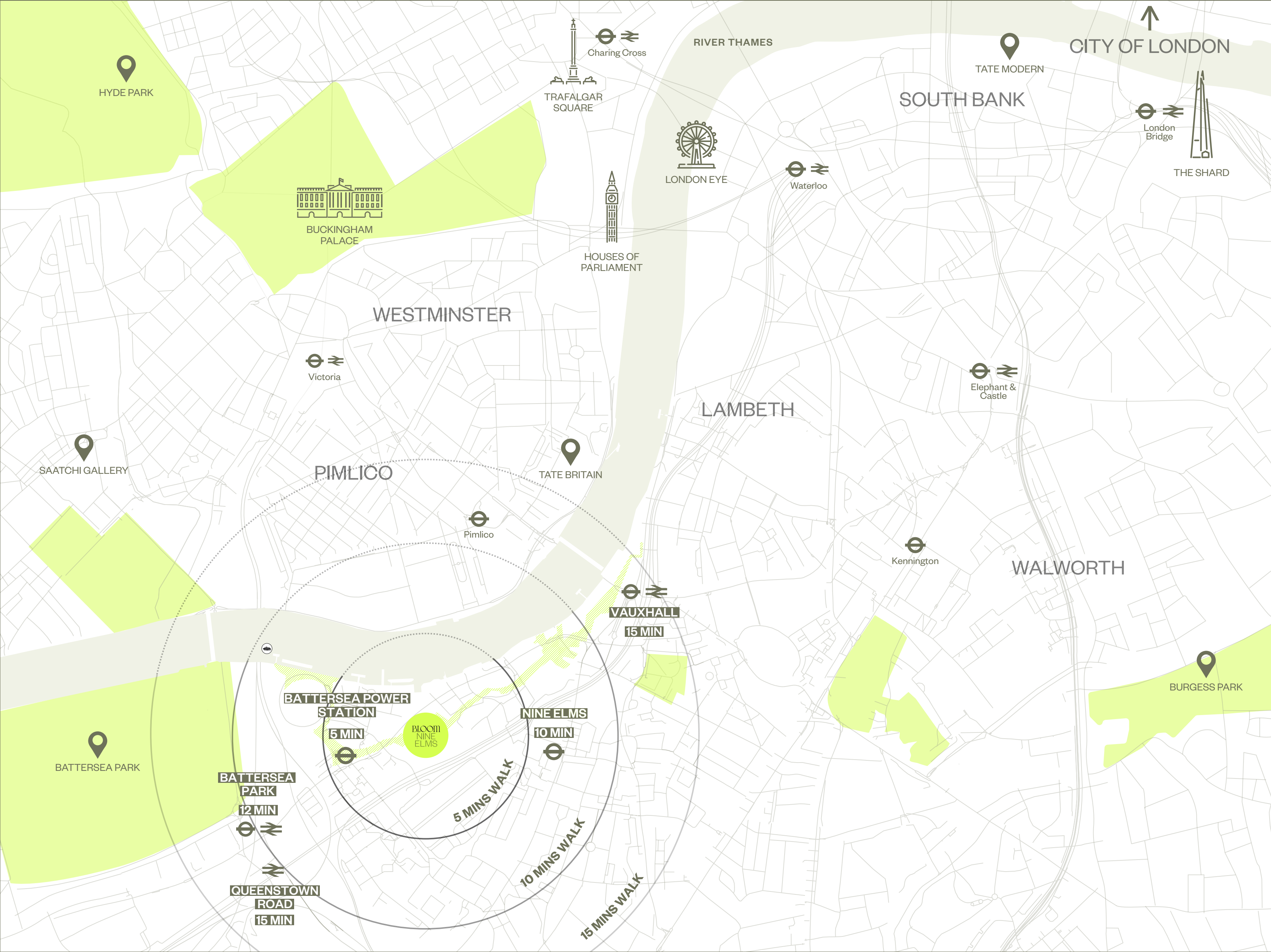


# EVERYTHING in one place

Bloom Nine Elms is a revolution in rental lifestyle. In a fabulous riverside location in Zone 1, at the heart of the Nine Elms and Battersea Regeneration (NEBR) area, this mixed-use build-to-rent development brings all the amenities of city life into two exceptional buildings, along with along with 25,000 sqft of retail space over 10 units.





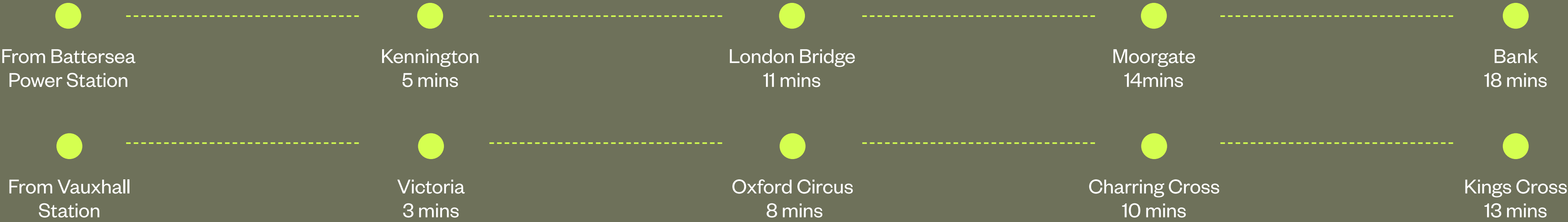




walk



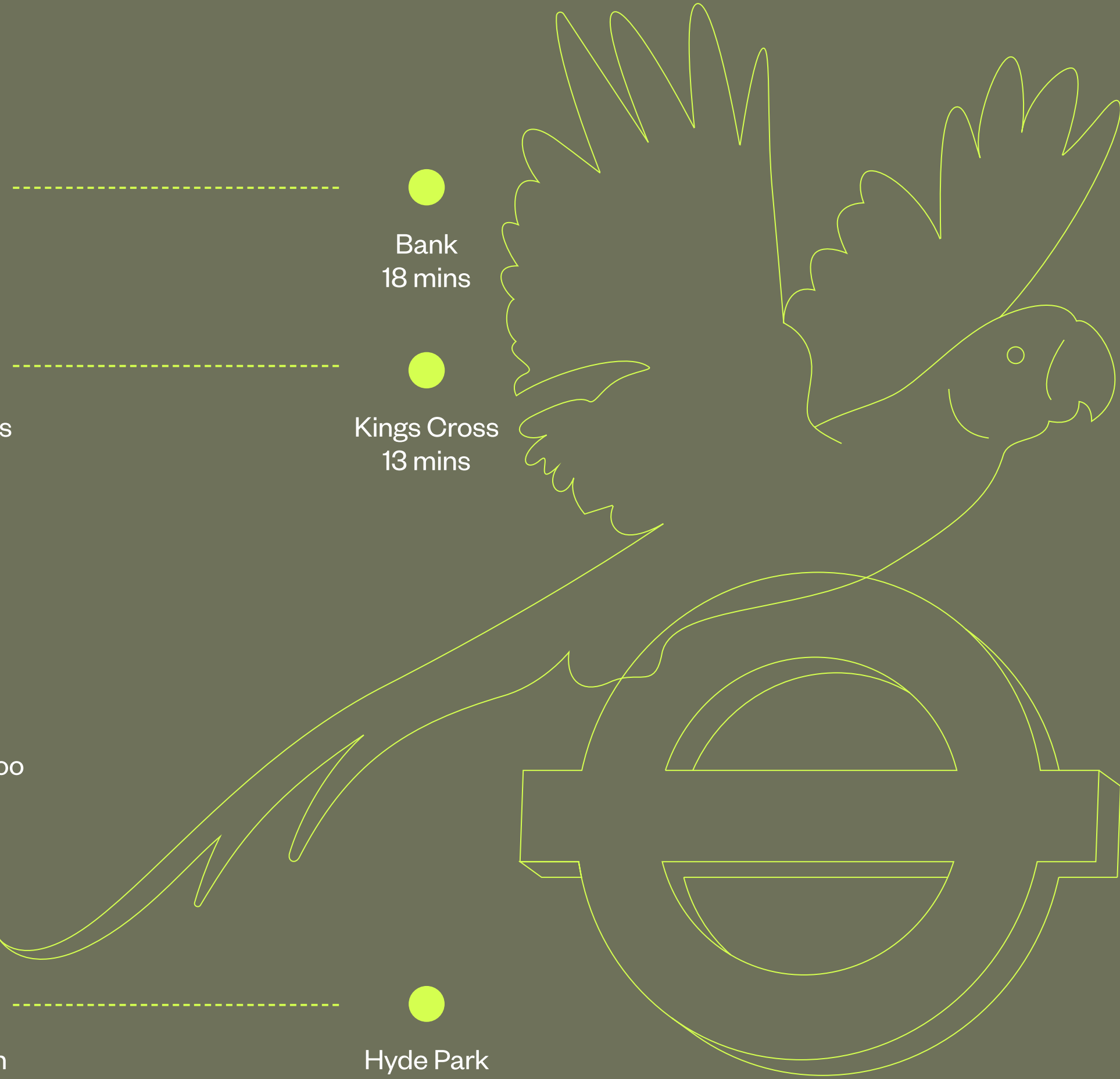
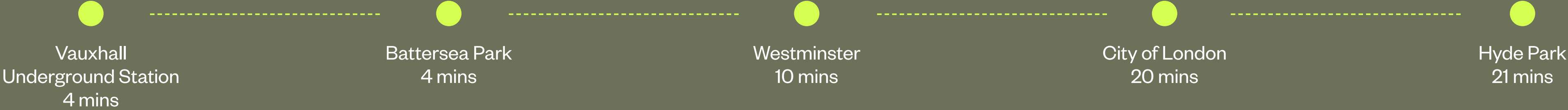
underground



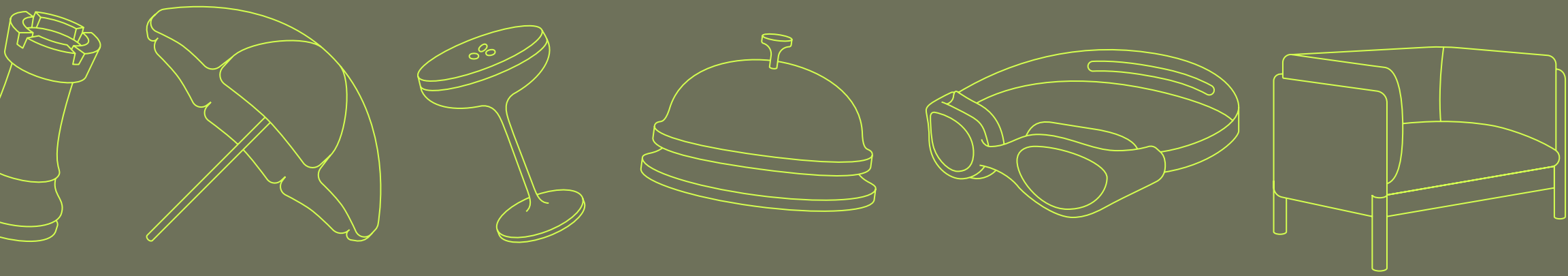
overground



bicycle







# introducing BLOOM NINE ELMS

Bloom is a riverside haven, right in the heart of London’s vibrant new Nine Elms district, that treats home as more than just four walls. Authentically curated and holistically designed, it is a diverse community of young professionals and creatives, where everyone can access all the amenities they need to live fully.

Bloom is more than just a residential development. Our two buildings, Bloom East and Bloom West, will host a community of more than 2,500 residents, with social spaces and amenities from rooftop swimming pools, lounges and gyms to a pet spa.

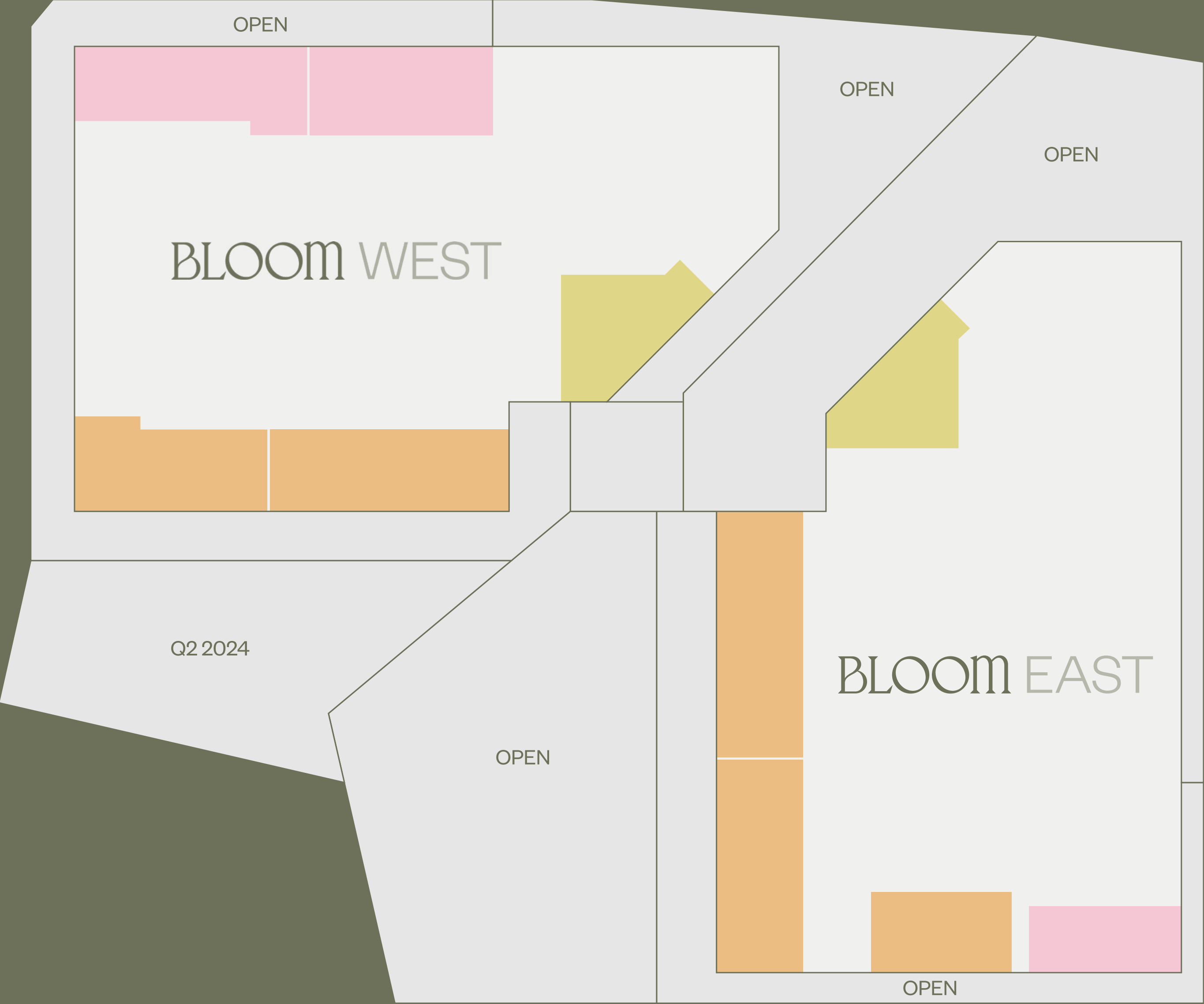
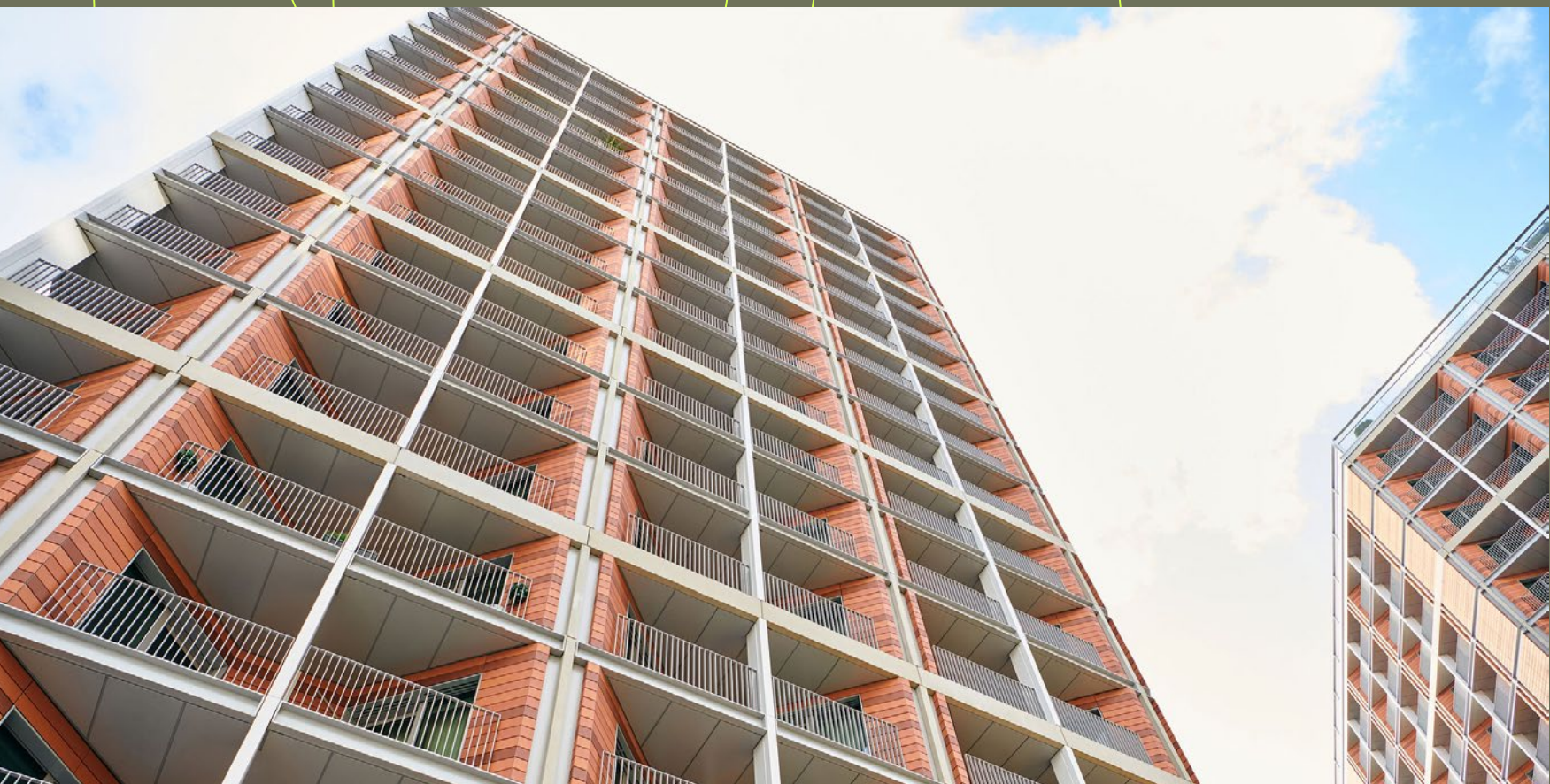
And there’s more to look forward to. The redevelopment of the Nine Elms community surrounding Bloom will reach 11,000 units by 2025.

Our residents want to enjoy everything on their doorstep.  
At Bloom, that’s exactly what they get.





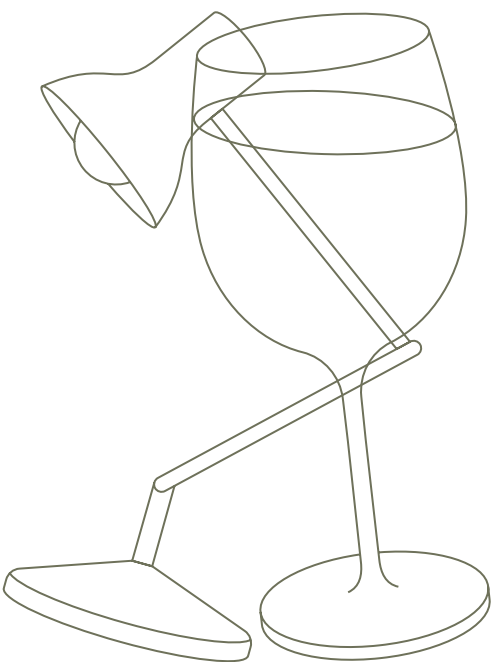
# landscape PHASES







# BLOOM residents



Our tenants are young, creative, demanding and affluent, and they value a stylish living space in a fun, safe area. Using Experian Mosaic Geodemographic segments, we have strongly identified these types within the target audience of City Prosperity.



**Metro High- Flyers**  
Career-minded 25-35  
year-old professionals

Personal income:  
£70-£99k

**Penthouse Chic**  
City suits, who work hard  
and play hard

Personal income:  
£100k+

**Uptown Elite**  
High-status households  
enjoying city life

Household income:  
£70k - £99k



# BLOOM EAST

## RETAIL OVERVIEW

UNIT	USE	AREA (SQF)	AVAILABILITY
D.O.A01	A1-5 / D1-2	2127	UNDER OFFER
D.O.A02	A1-5 / D1-2	1693	AVAILABLE
D.O.A03	A1-5 / D1-2	1918	AVAILABLE
D.O.A04	A1-5 / D1-2	2817	AVAILABLE
D.O.A05	A1-5 / D1-2	3082	AVAILABLE





# BLOOM EAST

RETAIL OVERVIEW

D.O.A01

Under offer  
2,127 SQFT  
SSL : +3.800m AOD  
FFL :+3.900m AOD



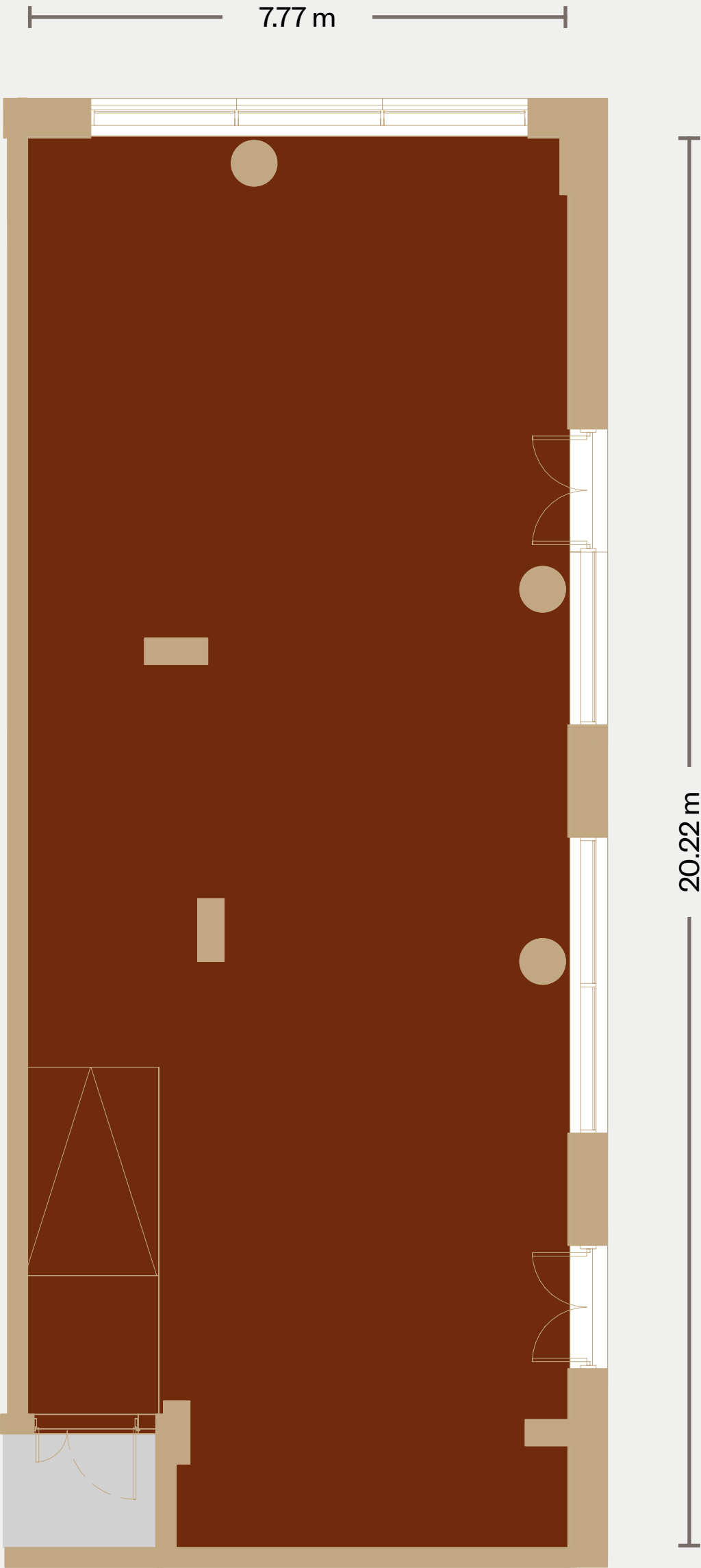
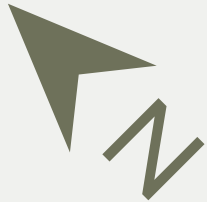


# BLOOM EAST

RETAIL OVERVIEW

D.O.A02

Available  
1,693 SQFT  
SSL : +3.800m AOD  
FFL :+3.900m AOD



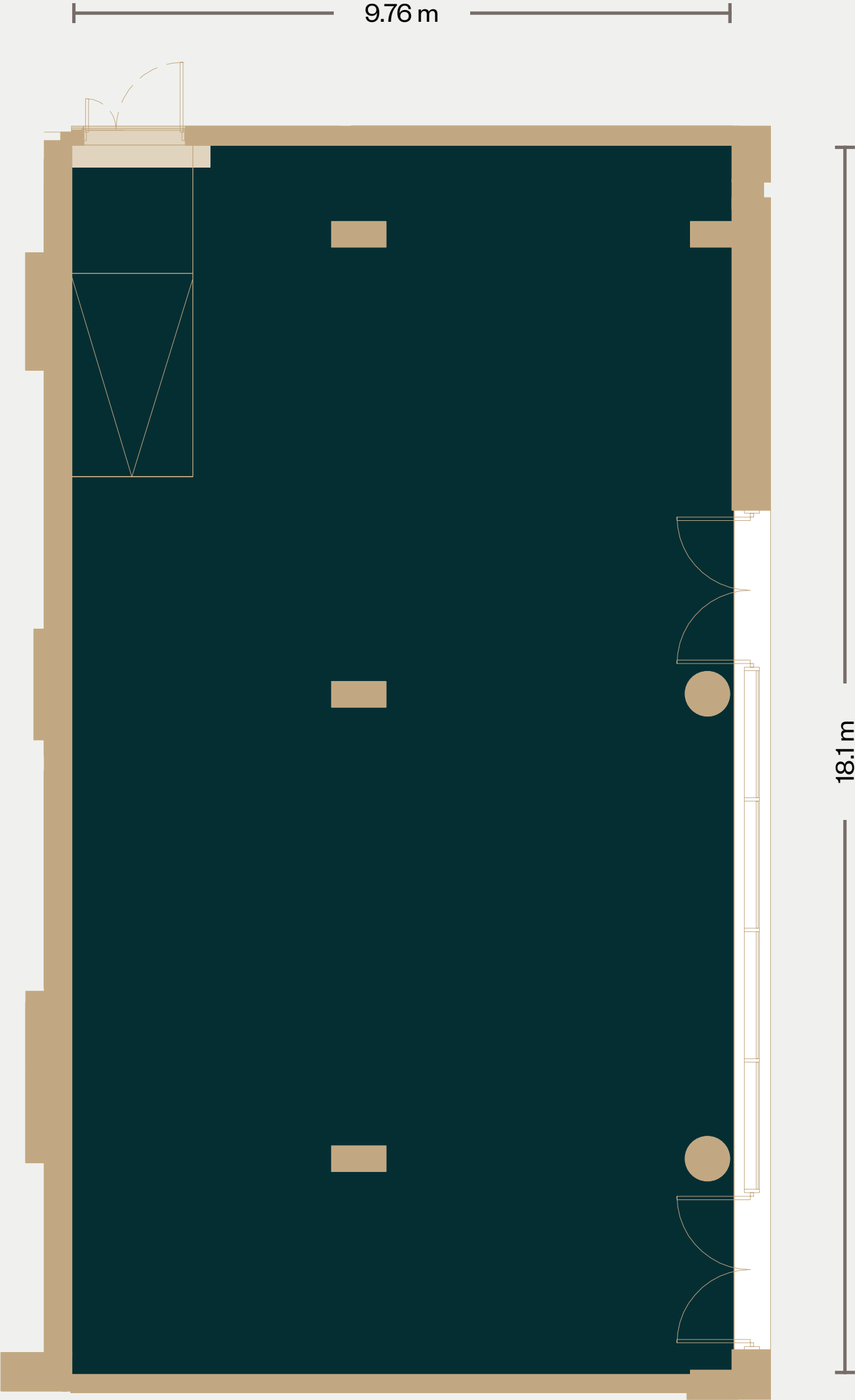
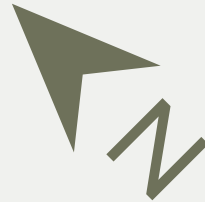


# BLOOM EAST

RETAIL OVERVIEW

D.O.A03

Available  
1,918 SQFT  
SSL : +4.000m AOD  
FFL : +4.100m AOD



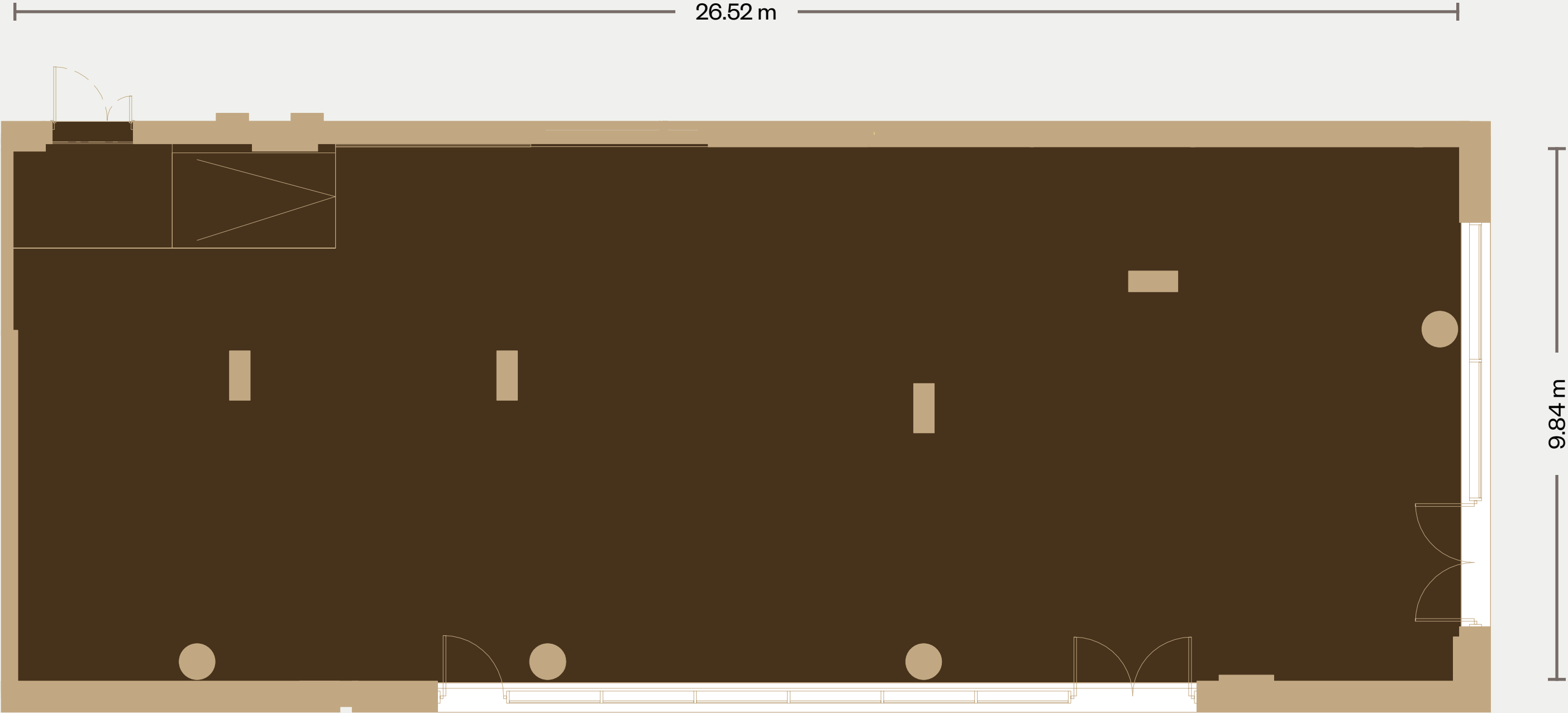
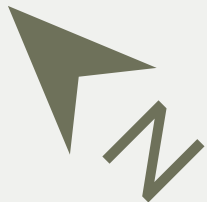


# BLOOM EAST

RETAIL OVERVIEW

D.O.A04

Available  
2,817 SQFT  
SSL : +4.000m AOD  
FFL : +4.100m AOD



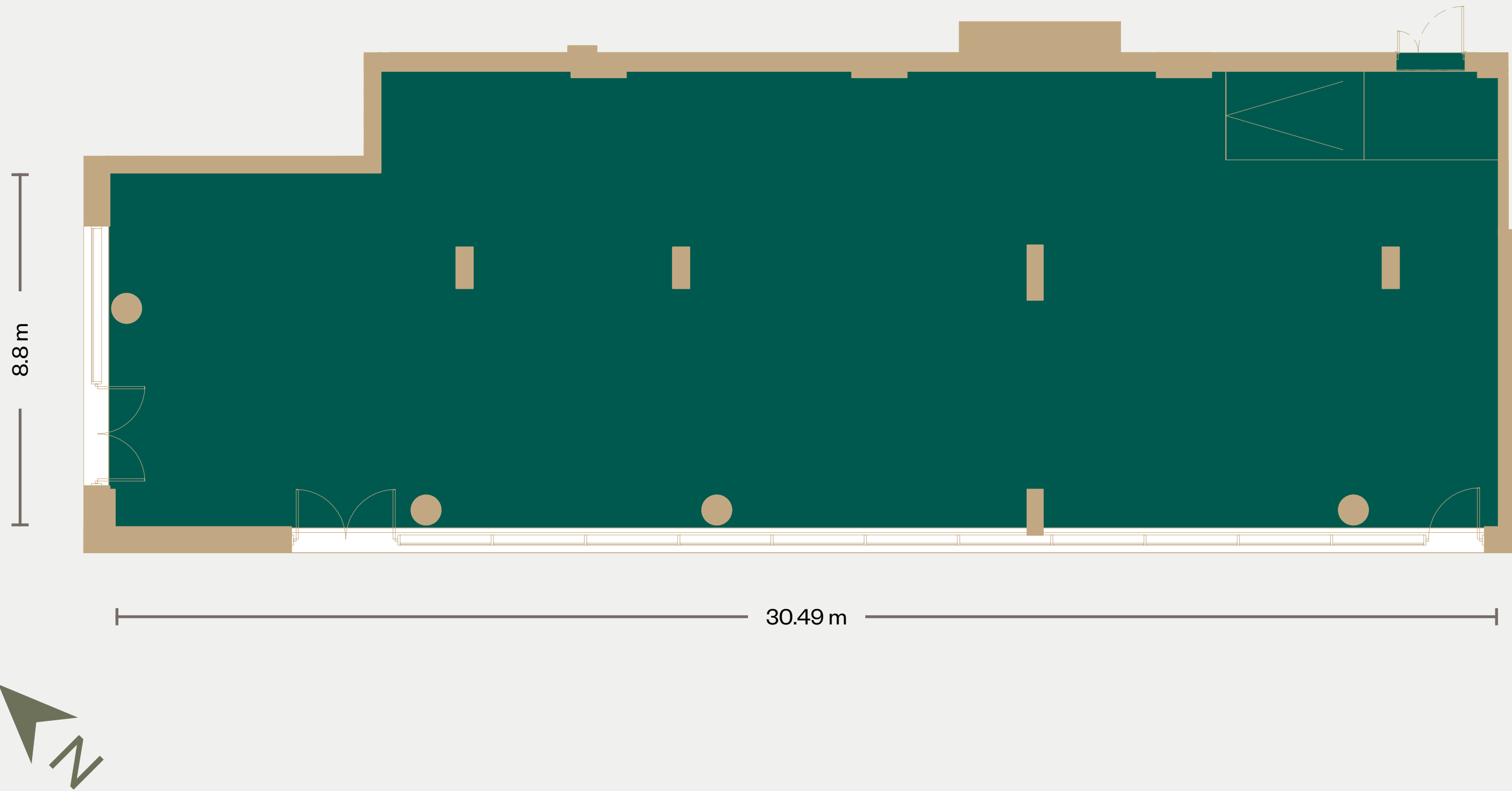


# BLOOM EAST

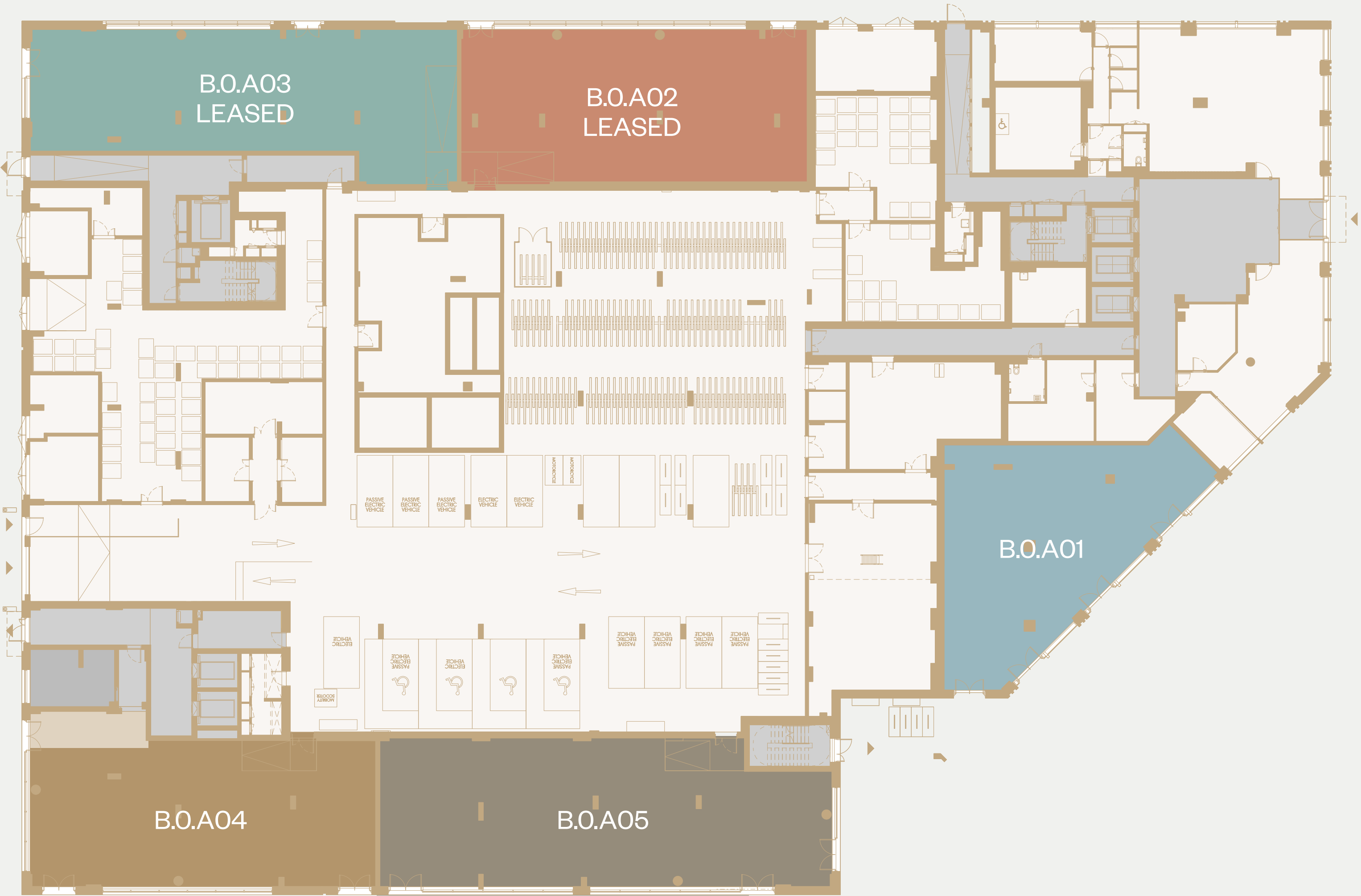
RETAIL OVERVIEW

D.O.A05

Available  
3,082 SQFT  
SSL : +4.000m AOD  
FFL : +4.100m AOD







# BLOOM WEST

## RETAIL OVERVIEW

UNIT	USE	AREA (SQF)	AVAILABILITY
B.O.A01	A1-5 / D1-2	2121	APR 2024
B.O.A02	A1-5 / D1-2	2548	LEASED
B.O.A03	A1-5 / D1-2	2643	LEASED
B.O.A04	A1-5	2593	JUN 2024
B.O.A05	A1-5	3088	JUN 2024

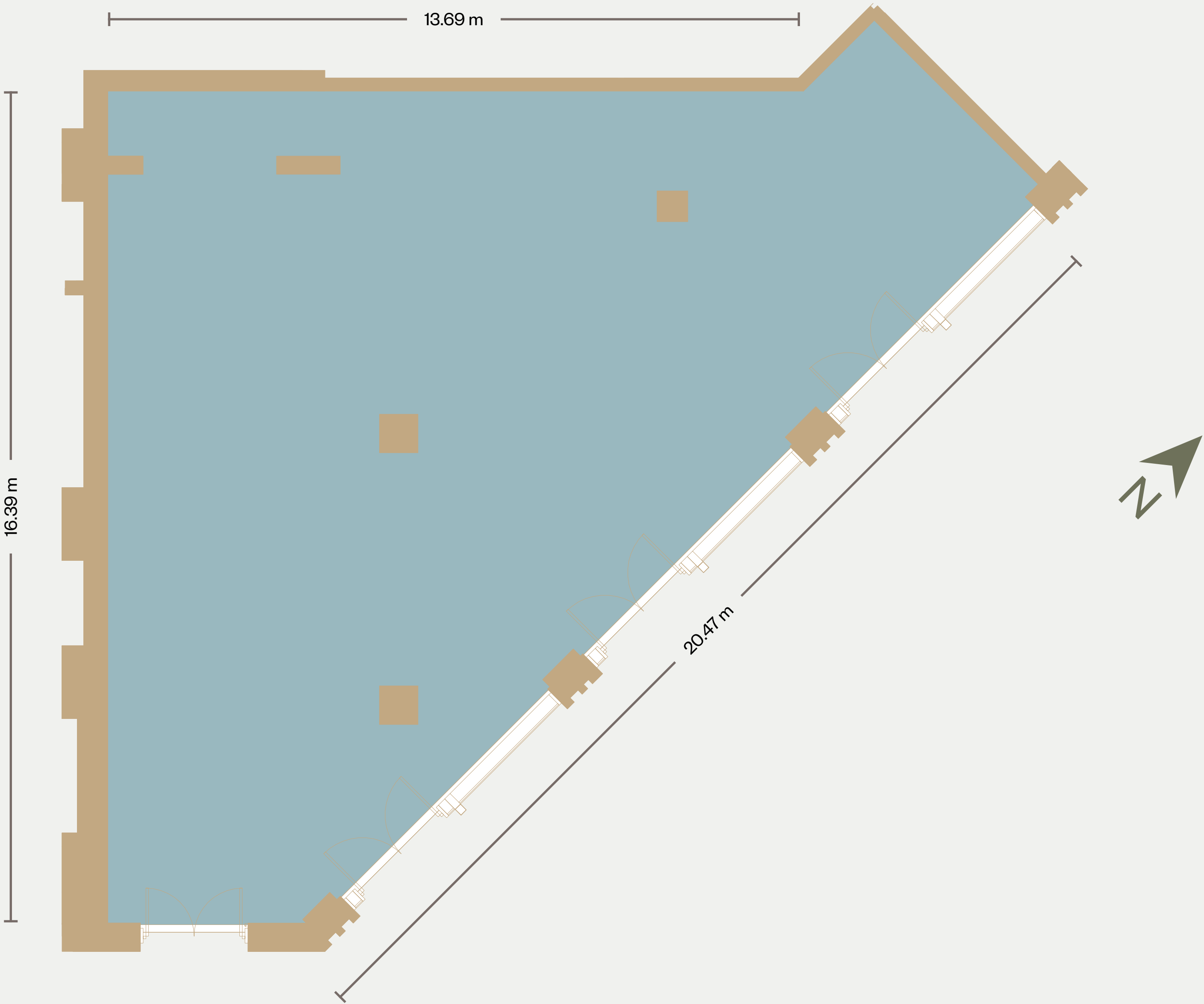


# BLOOM WEST

RETAIL OVERVIEW

## B.O.A01

Available from APR 2024  
2,121 SQFT  
SSL : +4.000m AOD  
FFL : +4.100m AOD





# BLOOM WEST

## RETAIL OVERVIEW

### B.O.A02

Leased  
2,548 SQFT  
SSL : +4.000m AOD  
FFL : +4.100m AOD



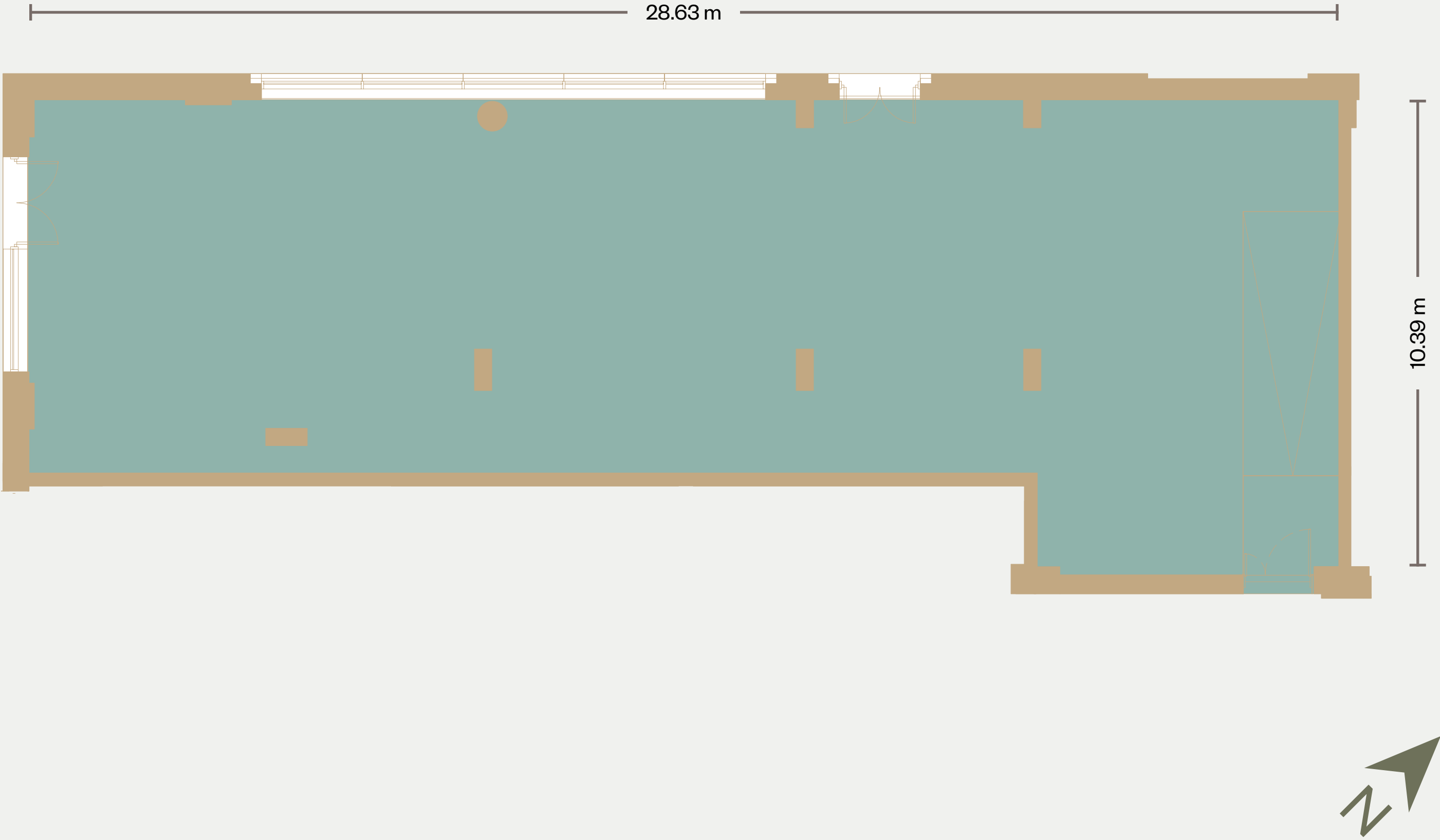
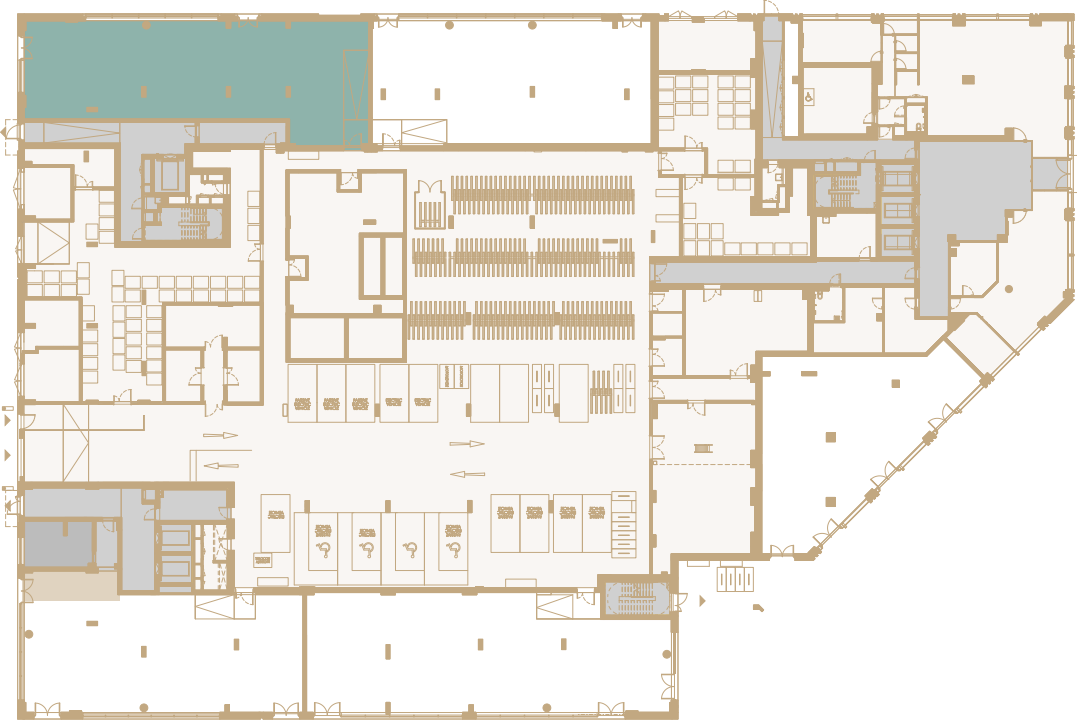


# BLOOM WEST

## RETAIL OVERVIEW

### B.O.A03

Leased  
2,643 SQFT  
SSL : +3.440m AOD  
FFL : +3.540m AOD



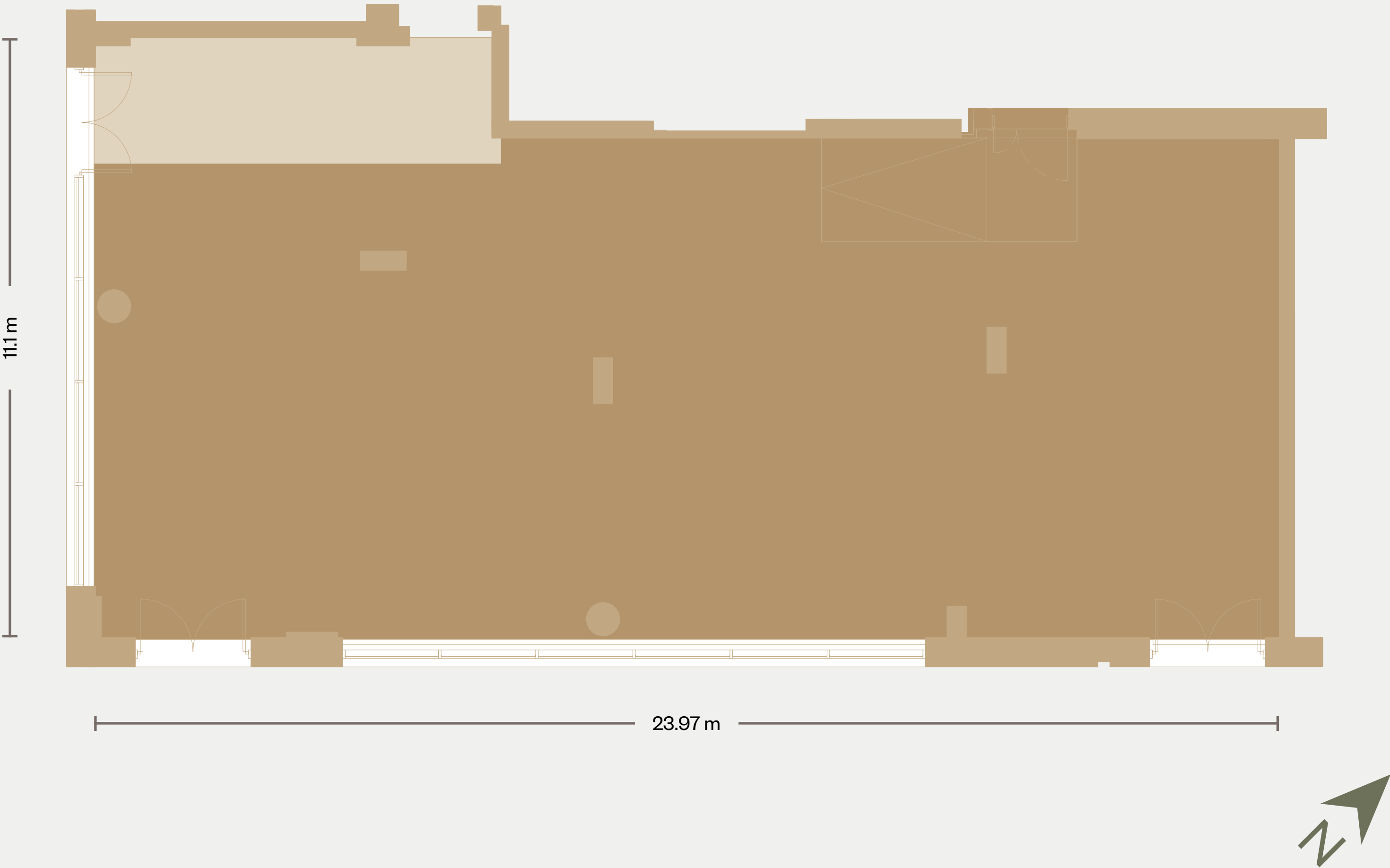


# BLOOM WEST

RETAIL OVERVIEW

## B.O.A04

Available from JUN 2024  
2,593 SQFT  
SSL : +3.440m AOD  
FFL : +3.540m AOD



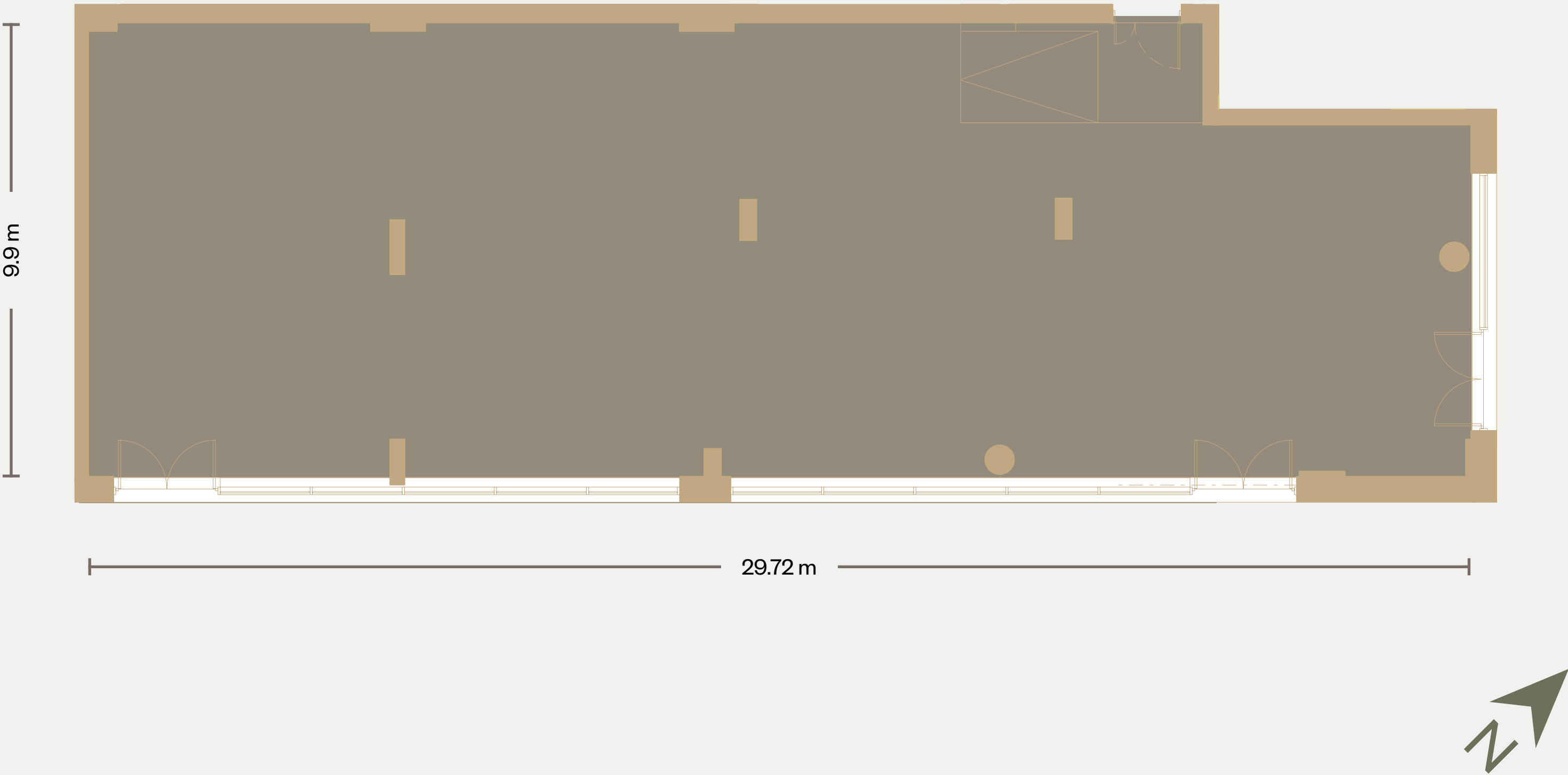


# BLOOM WEST

## RETAIL OVERVIEW

### B.O.A05

Available from JUN 2024  
3,088 SQFT  
SSL : +4.000m AOD  
FFL : +4.100m AOD





Greystar Europe is focused on bringing our proven vertically integrated acquisition, development, and operating platform to markets across Europe. With offices in London, Dublin, The Hague, Frankfurt, Barcelona, Paris, and Madrid, Greystar aligns local market expertise with the power of a global investment, development, and management platform.

Greystar Europe has \$17.3bn+ in assets under management and 46,445 units/beds.

CURRENT PROJECTS IN EUROPE



SAILMAKERS, UK: 327 UNITS



CHAPTER, UK: 5,156 UNITS



GREENFORD, UK: 2,118 UNITS



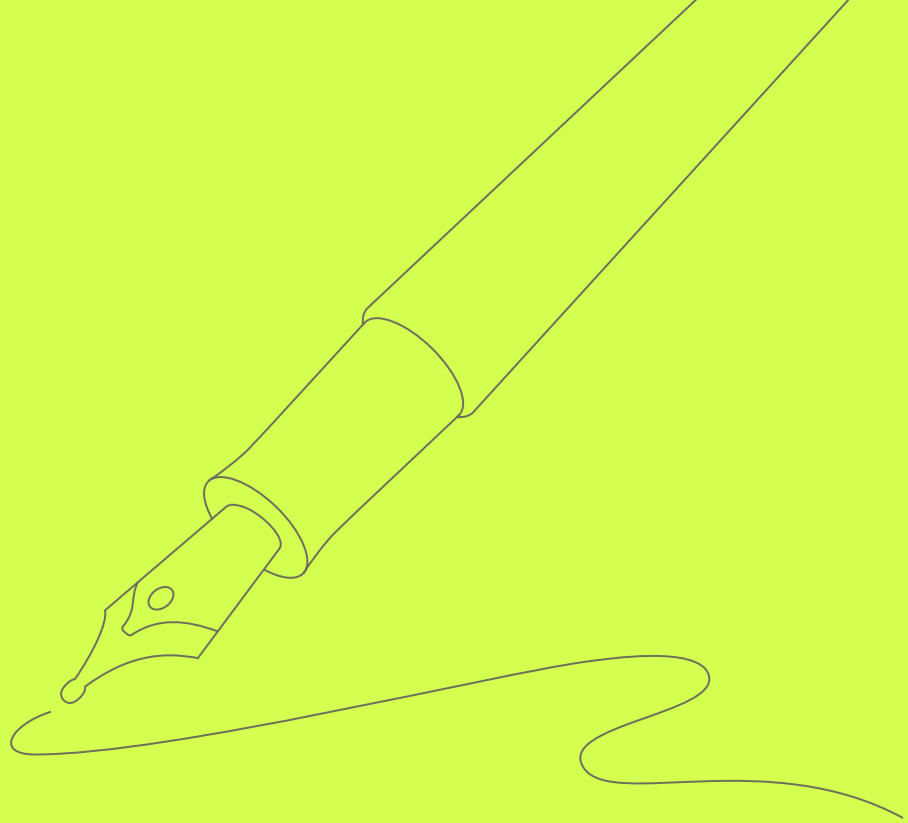
AMSTERDAM, NL: 1,776 UNITS



ROTTERDAM, NL: 612 UNITS



HOLENDRECHT, NL: 1,566 UNITS

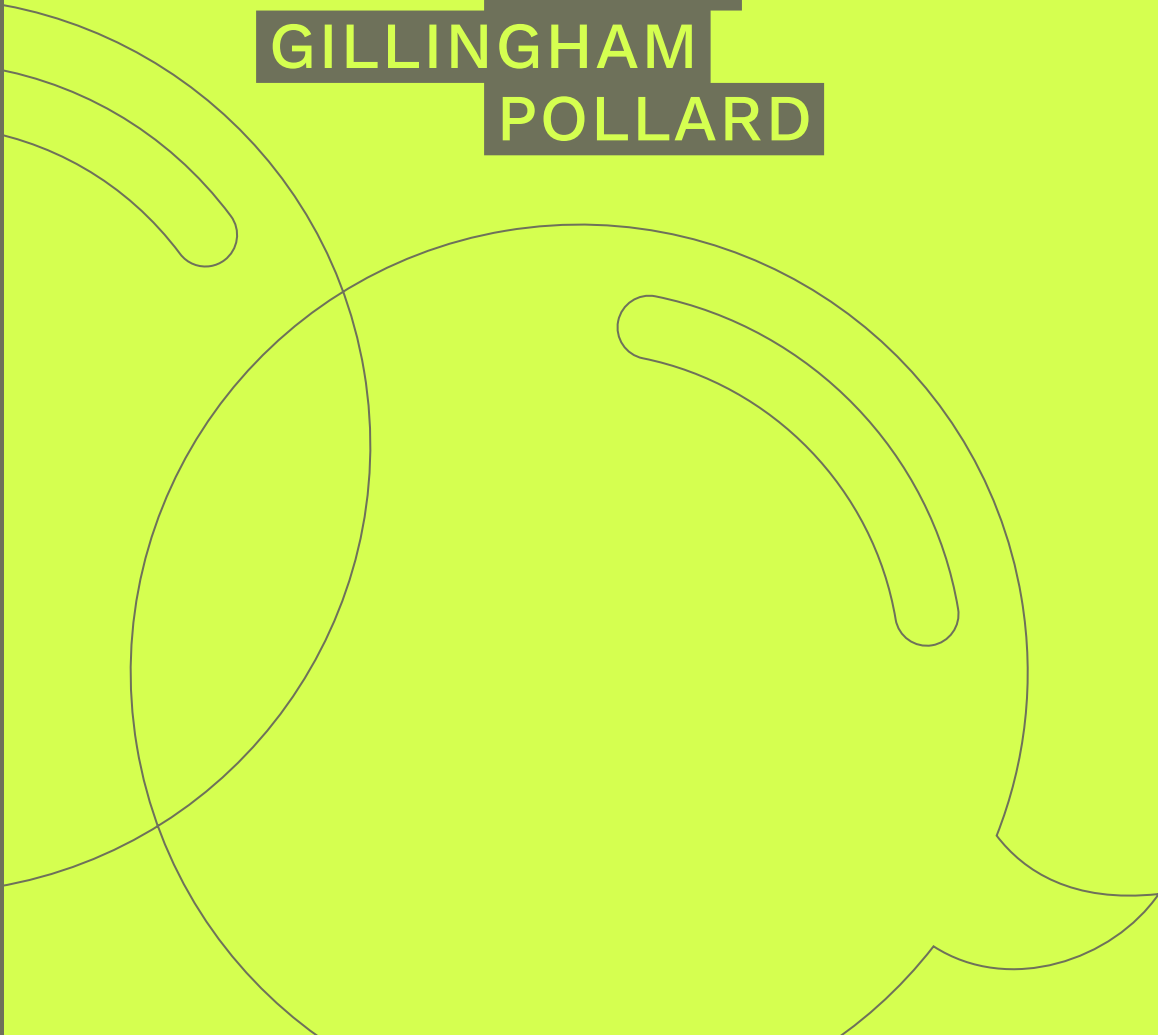


To explore retail opportunities at Bloom, please get in touch with our letting agent.

**Thea Rowe**  
t. 079 7329 2150  
e. [thea@brucegillinghampollard.com](mailto:thea@brucegillinghampollard.com)

**Will Penfold**  
t. 07760 881 270  
e. [willp@brucegillinghampollard.com](mailto:willp@brucegillinghampollard.com)

**BRUCE  
GILLINGHAM  
POLLARD**





A romantic couple is seen from behind, sitting on the edge of a modern rooftop infinity pool. The woman is wearing a black one-piece swimsuit and has her hair in a ponytail. The man is wearing a white long-sleeved shirt and patterned swim trunks. They are both looking out over a city skyline at sunset. The sky is a mix of orange, pink, and blue. In the background, there are several modern buildings with large windows. The pool's edge is made of light-colored stone tiles, and the water is calm, reflecting the sky and the buildings. A glass railing is visible behind the couple.

# BLOOM NINE ELMS

GREYSTAR™