You’ll find a superb range of 1, 2 and 3 bedroom apartments at Morello, all designed to meet the highest standards of contemporary taste.

The setting is surprisingly green, with the private landscaping forming an oasis in Croydon town centre.

However, you don’t have to go very far to sample the ever-vibrant scene that is central Croydon. It’s all waiting for you on the doorstep.

And if business or leisure takes you to London, you can be there in an astonishing 13 minutes or alternatively, Gatwick Airport in just 15 minutes.*

*All timings are approximate. Source www.tfl.gov.uk
A SETTING TO PLEASE THE EYE
AN ENTRANCE TO IMPRESS

Morello stands in its own landscaped grounds, which provide a quiet oasis away from the surrounding urban scene.

The landscape designers have incorporated new trees, gently contoured grassy areas, bench seating and paths, with the car park hidden away below ground. There are two play areas designed for the needs of younger residents.

Morello will also make a positive contribution to the local environment, thanks to green roofs on some of the buildings.

Entering the building, you’ll be impressed by the contemporary urban styling of the reception area, which has the look of a boutique hotel. Services for residents continue the hotel-style theme, with a concierge service and an exclusive gym providing extra convenience.
The smartly designed interiors at Morello bring together contemporary looks and finishes with a range of quality fixtures and fittings; all you need, in fact, to move in and start feeling at home immediately.

The fitted kitchens include the full range of appliances, the bathrooms and en suites have modern and stylish white sanitaryware, and there’s a choice* of flooring finishes: laminate for the kitchen, hall and living area, carpet for the bedrooms. Your master bedroom also includes a fitted wardrobe with sliding doors.

* Subject to build stage
The Mayor of London has committed £1 billion towards ensuring a prosperous future for Croydon. The plans are set out in a five-point Masterplan, each part focusing on a different area of the centre, building on its assets and developing the amenities it needs.

Broadly speaking, the Masterplan will bring new homes, shops, leisure amenities and business space, increase transport capacity and create new and better public spaces. The aim is to put Croydon firmly on the map as a world class metropolitan centre.

A lot of the work is already underway and you can see the transformation taking shape.

There’s no doubt that Croydon’s ambitions are going to be realised.

“CROYDON HAS ALREADY CONTRIBUTED MUCH TO BRITAIN’S PROSPERITY AND GOOD NAME ABROAD, AND THIS CONTRIBUTION IS LIKELY TO CONTINUE.”

The Right Reverend Wilfred Wood, Bishop of Croydon, 1985 to 2002
CROYDON LOVES TO SHOP AND INVESTORS CAN SEE THE POTENTIAL

There’s no shortage of shopping money in Croydon. Around £770 million is spent in the town centre every year, so it’s no surprise that investors have recognised its potential and have drawn up plans that will take Croydon into the London West End league.

Retail giants Westfield and Hammerson are joining forces in a £1 billion regeneration of the Whitgift Centre and Centrale, merging them as one vast, glittering shopping and leisure complex.

"With Westfield and Hammerson’s venture we are going to see a changed face of Croydon. It’s going to bring so many opportunities here, I think it is a fantastic place to live and work."

Yvette Hopley, Mayor of Croydon 2013-14
With over 2 million square feet of retail space, Croydon is clearly one of the leading shopping destinations in the UK. And it’s about to get even better.

Within Westfield Croydon, there will be 250 shops, including an anchor department store, cafés, restaurants, and a cinema.

It’s too early to know exactly who the occupants will be, but there’s every reason to expect the heady mix of deluxe designer labels, fashion and homeware brands that have made Westfield London and Westfield Stratford so successful.

Nine out of 10 of the UK’s top retail brands are already represented in Croydon, including famous names such as John Lewis at Home, Debenhams, House of Fraser, Marks & Spencer and IKEA as well as all the best fashion brands.
Croydon is one of London’s greenest boroughs and ten of its parks and woodlands have prestigious Green Flag status. Some of these open spaces, such as Wandle Park and Park Hill, are almost in the centre of town, offering a welcome respite from the urban buzz.

As for eating out, you are really spoilt for choice. Within walking distance of Morello you can find a very wide range of places to eat, particularly in the South End Restaurant Quarter. Here you can choose from Italian, French, Greek, Mexican, Persian, Mexican, Japanese: the list is endless.

In the centre of town there’s more still. Reflecting its diverse population, Croydon’s eight hundred eateries cover the whole gastronomic world. There are establishments for every occasion and budget, as well as dozens of coffee shops and delis where busy shoppers and office workers can grab a quick bite.
Croydon has so much entertainment, nightlife and culture, you will find it’s less a case of what to do, than finding the time to do it.

Fairfield Halls is Croydon’s arts complex and recently celebrated its 50th anniversary. It brings together the famous concert hall with its impressive foyer, the Ashcroft Theatre and Arnhem Gallery, meaning that all kinds of culture from rock music to alternative comedy to family shows can be enjoyed here. It also has special status as the home of the London Mozart Players, who perform regularly.

Elsewhere in Croydon, culture lovers can experience inspiring street art, rock out at the Scream Lounge, enjoy Sunday jazz at The Oval Tavern, watch movies at the Vue Multiplex, and absorb local history and collections at the Museum of Croydon.

Croydon has the venues to support a diverse range of arts and culture, creating a highly dynamic and vibrant centre.
CROYDON HAS FAST AND FREQUENT LINKS CONNECTING CROYDON TO THE CAPITAL, THE COAST, THE COUNTRYSIDE AND LONDON’S AIRPORTS

Croydon has always led the way in transport connections. It had the first horse-drawn iron railway, was home to London’s earliest airport, and even pioneered the use of an ‘atmospheric railway’. In more recent times Croydon has re-introduced the tram as a method of public transportation.

Above all, Croydon’s travel network is integrated, offering residents and commuters the choice of mainline rail with connections to London Underground, as well as bus, road and tram.

East Croydon station is a one minute walk from Morello*. It’s the perfect London commuter station, with frequent direct trains to London Bridge and London Victoria. Journey times are well under 20 minutes*. There are also services from East Croydon to Bedford, Brighton, St Pancras International, Luton, Gatwick Airport, Eastbourne and Portsmouth.

As a hub for business, Croydon also has good road links to the M25 and M23.

*All timings are approximate.
Croydon is good for business and good at business. From the office-building boom years of the 1960s it has continued to prosper and become the leading commercial hub of the south east, after London.

Croydon is now designated by the Mayor of London as a growth hub, and the broad ranging regeneration proposals can only attract more commerce and more employment opportunities.

Morello’s central location makes it an ideal place to live if you work in Croydon. Your office will be on the doorstep, your commute a mere few minutes’ walk.

And if you’re based in the City, you can jump on the train at East Croydon station and your journey time to Bank will be as little as 14 minutes.*

*All timings are approximate. Source www.tfl.gov.uk
LONDON OLD AND LONDON NEW
THE WORLD’S MOST EXCITING CITY
FOR CULTURE, HERITAGE, SPORT
FASHION, MUSIC AND FUN

For two thousand years, London has been one of the most dynamic cities in the world, taking the lead in business, finance, the arts, fashion, international connections and globally famous visitor attractions.

The story continues, as London maintains its influential position as a capital of culture, affluence and sheer enjoyment.

Astonishing new buildings spring up, entertainers of global status take the stage, and the London restaurant scene, with over sixty Michelin-starred establishments, is acknowledged as the world’s best.

The city has never been busier, or better, and for Croydon residents, it’s their nearest neighbour.

LONDON IS HOME TO SOME 300 THEATRES, 500 CINEMA SCREENS AND 12,000 RESTAURANTS.
IDEALLY LOCATED FOR THE BEST EDUCATION THAT CROYDON AND LONDON HAVE TO OFFER

“CROYDON IS BIG, BOLD, BRASH AND BURSTING WITH ENERGY, ENTHUSIASM AND CONFIDENCE.”
Nick Williams, Principal of The BRIT School of Performing Arts

LONDON: RATED TOP CITY IN THE WORLD FOR EDUCATION

The QS World University Rankings (2013) show three London universities in its top ten: University College, Imperial College and King’s College. No other city can make this claim, making London pre-eminent in the academic world.

QUEEN MARY UNIVERSITY OF LONDON
Distance from Morello: 13.3 miles, 38 minutes.

UNIVERSITY COLLEGE LONDON
Distance from Morello: 12.3 miles, 33 minutes.

IMPERIAL COLLEGE LONDON
Distance from Morello: 11.3 miles, 20 minutes.

UNIVERSITY OF WESTMINSTER
Distance from Morello: 11.8 miles, 20 minutes.

KING’S COLLEGE LONDON
Distance from Morello: 11 miles, 21 minutes.

THE LONDON SCHOOL OF ECONOMICS
Distance from Morello: 11.6 miles, 23 minutes.

LONDON METROPOLITAN UNIVERSITY
Distance from Morello: 11.9 miles, 31 minutes.

CITY UNIVERSITY LONDON
Distance from Morello: 12.6 miles, 26 minutes.

UNIVERSITY OF THE ARTS LONDON
Distance from Morello: 11.7 miles, 24 minutes.

UNIVERSITY CENTRE CROYDON
Distance from Morello: 1.5 miles, 11 minutes (walk).

CROYDON: EXCELLENT FOR SECONDARY EDUCATION

THE BRIT SCHOOL OF PERFORMING ARTS
14–19 year olds. Alumni include Amy Winehouse, Katie Melua, The Feeling, Leona Lewis.

OLD PALACE OF JOHN WHITGIFT SCHOOL
Independent school for girls aged 4–18.

WHITGIFT SCHOOL
Founded 1596. Independent school for boys of 10–18.

CROYDON HIGH SCHOOL
Independent education for girls since 1876.

LONDON: EXCELLENT FOR SECONDARY EDUCATION
A LANDMARK REGENERATION OF
CHERRY ORCHARD ROAD, EAST CROYDON
BY MENTA REDROW

At Morello, urban regeneration specialist Menta and leading UK housebuilder Redrow Homes are working together as the dynamic joint venture partnership Menta Redrow. Menta has been working with the London Borough of Croydon and key stakeholders over the last six years to deliver the major regeneration that will transform Croydon into a 21st century city. Morello is a key element in the new Croydon, turning an underdeveloped and largely derelict site into a cutting-edge, sustainable and innovative solution that will integrate with and regenerate East Croydon and its surroundings.

“We are delighted to have entered into a joint venture with such a forward thinking plc house builder as Redrow. We are now ready to deliver on the development of sites we have been working on for many years and play our part in delivering the East Croydon Masterplan.”

Craig Marks, CEO, Menta

“We are very excited to be working with Menta and having the opportunity to be part of the regeneration in Croydon. Redrow has over 40 years’ experience in delivering high quality homes, and we are pleased to be delivering the same high quality and cutting edge architecture to Croydon.”

Keith Parrett, Chief Executive, Redrow Homes South East