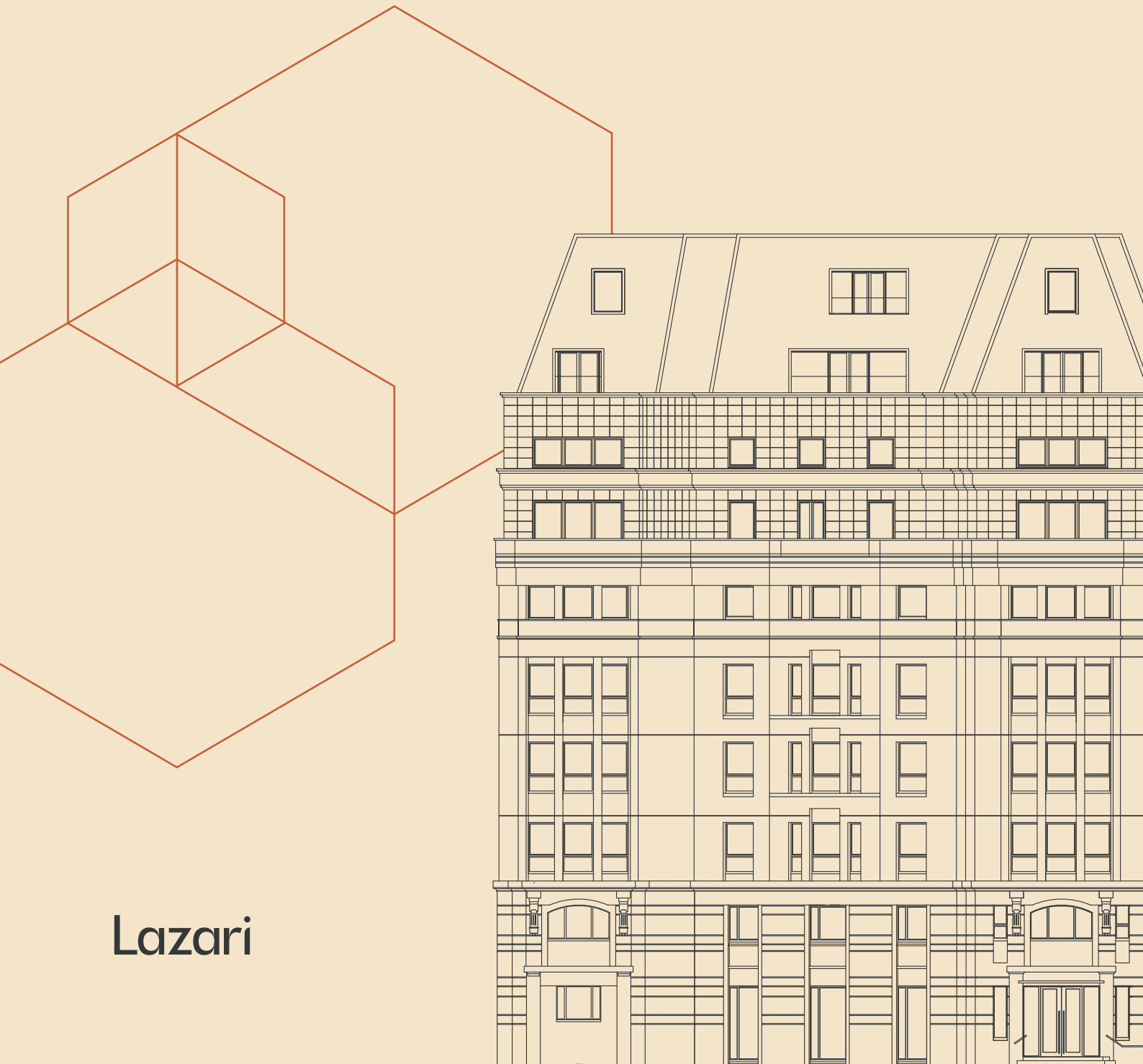


PROPERTY RE-IMAGINED FOR LONDON

AN OPEN SOURCE METHODOLOGY
TO BUILD THE FUTURE TOGETHER



Lazari



WELCOME

Thanks for joining us in building a future where everyone can thrive.

This document is an open-source methodology to building a more flourishing future, based on a proven strategy from Lazari – a family-run property developer in London.

It offers practical steps and insights to help you adopt a more long-term approach, ensuring consistent growth and resilience.

Use this guide to help shape buildings, places and spaces that are built for a better tomorrow and beyond.

PROBLEM

THE PROBLEM WE NEED TO SOLVE TOGETHER

As globalisation and interconnectivity intensify, cities worldwide are competing to attract global headquarters, and London faces the risk of falling behind. To maintain its status as a world-class city, we need to rethink our collective approach to development to be able to compete with a work-from-home culture and make London's office spaces more appealing to changing needs.

At the same time, rising demand for resources and the growing environmental impact of developing world-class spaces means we need to shift to a generational mindset – shaping buildings that create prosperity not just for those who occupy them now, but for the city, the planet, and our future generations.

PROBLEM

Approximately
34%
of Londoners were
working from home

Source: London.gov.uk

London's office
vacancy rate increased
7.5%
up from ≈6% pre-pandemic

Source: Savills

The Government
is relocating
22,000 roles
out of London

Source: Keycities.uk

Buildings and
infrastructure are
responsible for
25% of all emissions
in the UK

Source: Historic England

Construction and
development generates
62% of all waste
in the UK

Source: Qualisflow

PROBLEM

The problem we need to solve can be broken down into four issues. Each of them hinders innovation, reduces build quality, and contributes to inefficiency and waste – compromising the performance of the building, which in turn limits the occupying company’s potential for prosperity and growth.

Over-regulation

Too many stakeholders place a burden on developers to prioritise maximising returns above all else, driving down value. There’s also a preference for everything to be new. Increasing legislation, as well as warranties and certifications, driven by PI insurance requirements, create unnecessary barriers for developers to innovate, design, and implement the solutions needed to meet net-zero targets – while simultaneously compromising the quality of our urban landscape.

Ownership

Shareholder ownership drives short-term return on investment (ROI) often at the expense of quality delivery. Buildings that aren’t tailored to specific needs can’t perform optimally for both their occupiers and London. Due to time constraints, they are often built with compromises, discouraging those who aim to go the extra mile.

Outlook

Buildings that have not been considered for their occupiers, or for London, cannot perform optimally – either inside or out. They have the potential to damage our ability to create a platform for business growth. The buildings that do not meet the needs of the people will remain unoccupied. Contributing to a stay-at-home mentality where collaboration, co-operation, teamwork and innovation are all in jeopardy.

Output

The pressure to deliver fast, budget-driven projects leads to extraordinary waste – from excess materials in fit-outs to unnecessary rip-outs. Financial penalties for poor design, rather than rewards for quality contributions, further fuel this inefficiency. Over-engineered, regulation-driven developments add to the negative impacts we must collectively address as an industry responsible for over 40% of the world’s greenhouse gas emissions.

These issues lead us to unintended consequences.

UNINTENDED CONSEQUENCES

WHAT ARE UNINTENDED CONSEQUENCES?

The world operates in such a way that sometimes, despite the best of intentions, things happen that we didn’t foresee or anticipate.

Often, when we try to solve a problem – we unintentionally end up creating new ones to deal with. We call these unintended consequences, and they tend to reveal themselves when we try to regulate a complex system by using a simple one.

For example...



Cobras in India

To cull the overcrowded cobra population in India, it was decided that there would be a cash reward for anyone who brought in a dead cobra. Unfortunately, people were a little too incentivised by this and started farming cobras to get the bounty – adding to the problem.



Traffic in Columbia

Authorities in Bogotá tried to reduce traffic by implementing a rule that banned cars from driving one day a week. People ended up buying a second car and driving more on the weekends.



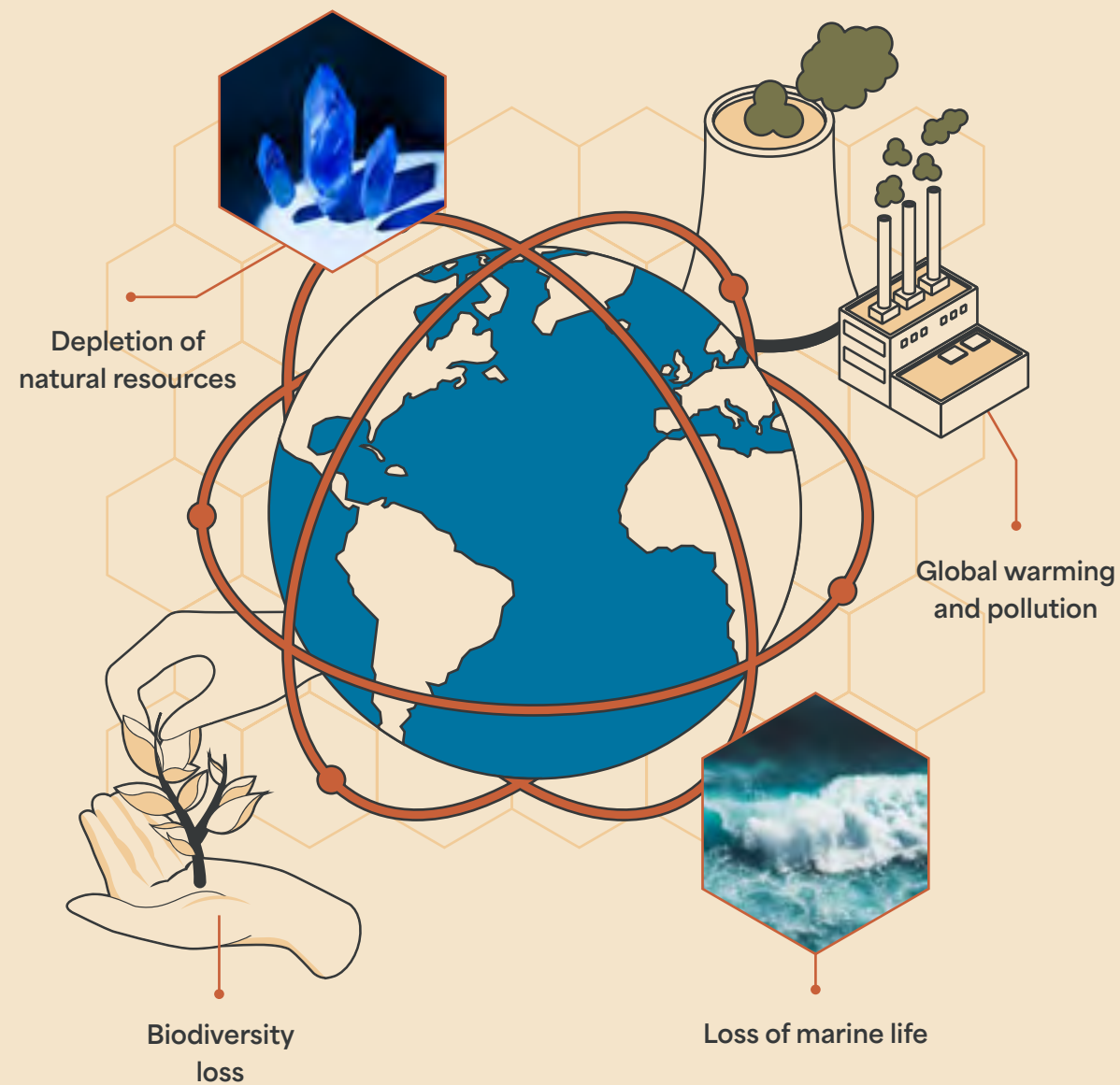
Carbon Credits

The introduction of carbon credits was meant to stop people from polluting. It wound up creating a system where companies could just pay to pollute more.

OUR UNINTENDED CONSEQUENCES

The complexities of the property industry lead to a multitude of unintended consequences.

GLOBAL ENVIRONMENT

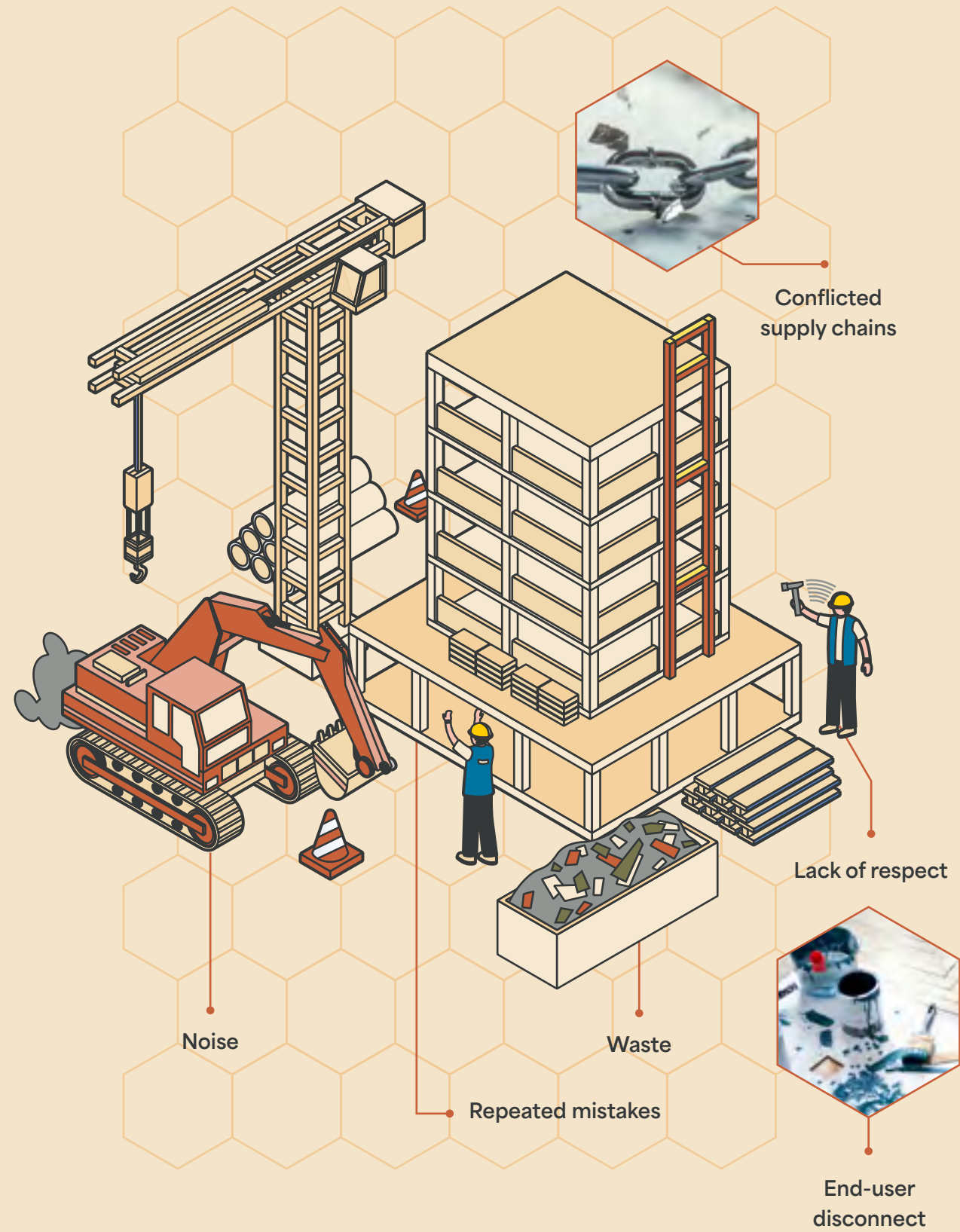


URBAN ENVIRONMENT



UNINTENDED CONSEQUENCES

IN BUILD



UNINTENDED CONSEQUENCES

IN USE



SOLUTION

PROPERTY RE-IMAGINED FOR LONDON



Lazari's solution to turning these unintended consequences into intended impact is Property Reimagined for London - a purpose that provides an outward focus beyond the balance sheet.

This is inherent in Lazari because as custodians of a family business, we are entrusted to build a property portfolio that pays it forward for our next generation.



METHODOLOGY



THE METHODOLOGY

We have rethought the way we design, build, manage and occupy buildings so we can reduce carbon, stop the depletion of natural resources, create cohesive local communities, enhance working environments and protect our cities as places of importance.

We have created a methodology that turns all our unintended consequences into intended impact. It's a process that has been designed to be replicated and followed, so we can all contribute to helping preserve London's status as a world-class city.

STEP 1

REDEFINING TENANTS AS CUSTOMERS



We redefine tenants as customers by treating them as people we provide a service for – and are focused on meeting their specific needs. We recognise them as partners with shared goals and foster long-term relationships through mutual respect and collaboration.

Intended impact

- Our buildings become the key to helping customers thrive
- Spaces that meets our customers needs and desires through tailored service
- Creates a culture of accountability for everyone to minimise waste

STEP 2

RETHINKING BUILDINGS AS MATERIAL BANKS



We are rethinking our buildings as material banks by seeing them as a treasure trove of materials to reuse and recycle, rather than viewing them as just standalone structures. This way, they promote the *principles of circularity* and become valuable sources for future projects.

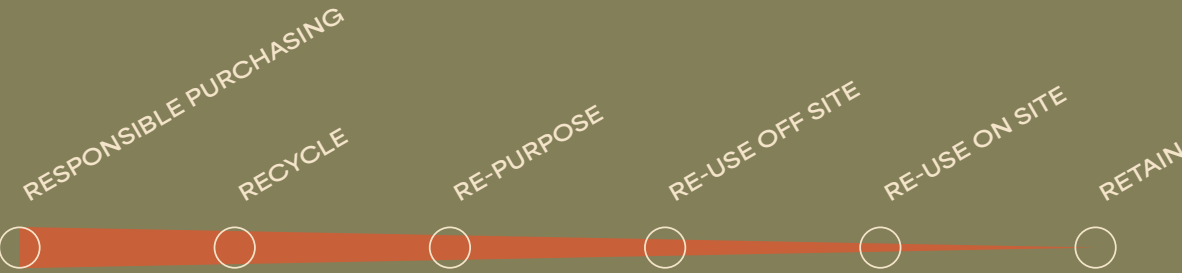
Intended impact

- Minimising damage to the environment
- Reducing carbon and the depletion of natural resources
- Taking a leadership position to influence change
- Having a multiplier effect across the supply chain

THE PRINCIPLES OF CIRCULARITY

REWRITING THE
PROPERTY RULEBOOK

REDUCING OPERATIONAL AND EMBEDDED CARBON



RESPONSIBLE PURCHASING

Our industry contributes to nearly 40% of global CO2 emissions. This has compelled us to develop a process to minimise waste and carbon, sourcing materials through recycling, repurposing, or reusing. When that is not possible, we turn to sustainably accredited suppliers.

RECYCLE

Structures or materials are reprocessed for use in various locations, not necessarily in their original form.

RE-PURPOSE

Buildings are material banks, where products can be reused on-site or off-site for their original or alternative purposes with minimal reprocessing.

RE-USE OFF SITE

Reusing materials or structures in new locations for other projects.

RE-USE ON SITE

Reusing materials or structures on-site, but not necessarily in their original location.

RETAIN

Leaving materials or structures in their current location within the original building.

**RESPONSIBLE
PURCHASING**

RECYCLE

RE-PURPOSE

RE-USE OFF SITE

RE-USE ON SITE

RETAIN

We incorporate the principles of circularity into our developments, working collaboratively with our customers, to reduce both operational and embedded carbon.

STEP 3

RECALIBRATING THE WAY WE MEASURE SUCCESS



We are recalibrating the way we measure success by thinking generationally. This means we are not led by the short-term need to produce profits at the expense of both the environment, and our long-term interests. Thinking generationally means that everything we build is made to last.

Intended impact

- Buildings that will have a 100-year lifespan beyond the usual 60
- Less material wastage from default development processes
- An asset that performs optimally now and into the future

STEP 4

REDESIGNING BUILDINGS WITH THEIR END-USE CONSIDERED



We are redesigning buildings with their end-use considered at the beginning, and focus on using component parts that can be reused – promoting circularity and reducing waste. Our designs prioritise the specific needs of our customers, ensuring every space is optimised to support their goals and ambitions, both now and in the future.

Intended impact

- Less waste in the construction process, today and beyond
- Extending the life cycle of materials
- Spaces optimised for efficiency, productivity, wellbeing and performance
- Workplaces that attract and retain the best talent

STEP 5

REPURPOSING BUILDINGS
TO BECOME CATALYSTS
FOR GROWTH



We repurpose existing structures instead of building new ones, maintaining environmental harmony and maximising the use of existing transport systems. Our buildings are optimised for productivity, inside and out, tailored to their occupants to enhance performance and drive growth for people, businesses, and the city as a whole.

Intended impact

- Unlocking social happiness through urban harmony
- Buildings that outperform for their people, and the city
- More jobs, economic growth, and prosperity
- Paying dividends for the community and for London

STEP 6

RECIPROCATING BY
PAYING IT FORWARD



We are creating a culture of reciprocity by paying it forward for future generations. We are not working towards short-term gains, but long-term success that means our business, our buildings and our cities will prosper for generations to come.

Intended impact

- A brighter tomorrow for future generations
- Long-term growth and resilience
- Contributing towards a more enduring planet

OUR INTENDED IMPACT

The intended impact of this methodology is to build a more generational approach to development.

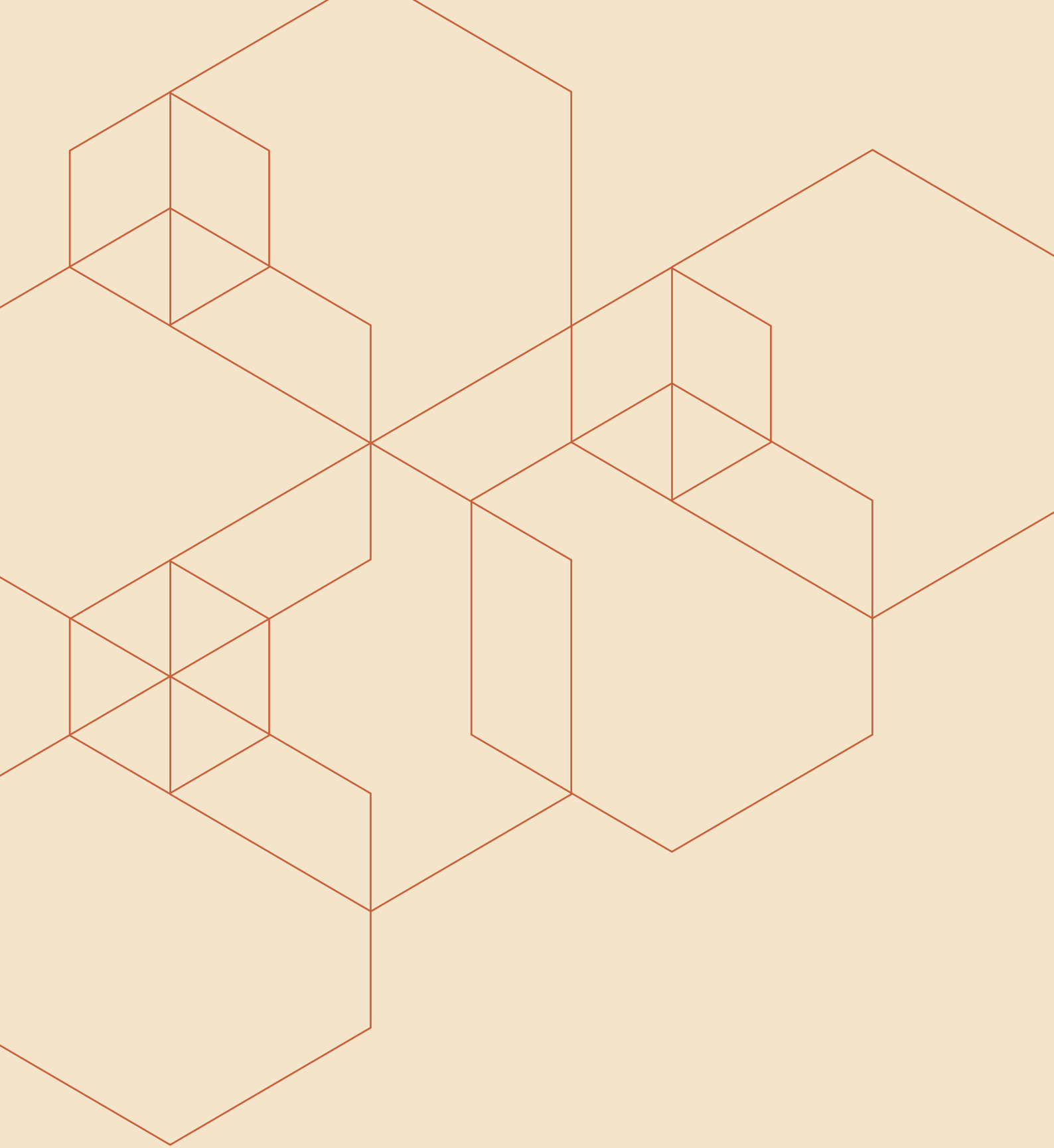
By redefining tenants as customers, treating buildings as material banks, recalibrating success measures, and designing with end-use in mind, this approach seeks to reduce waste, minimise the depletion of natural resources, and create spaces that support customer wellbeing and prosperity.

This holistic mindset aims to ensure that buildings have lasting value, promote circularity, and contribute to a more flourishing tomorrow for future generations, the city and the planet.

Inspiring a generational mindset.

Lazari





For more information, please visit
propertyreimaginedforlondon.co.uk