



1 Nevsky

Class A + Business Center

St. Petersburg





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St. Petersburg,
1 Nevsky prospect

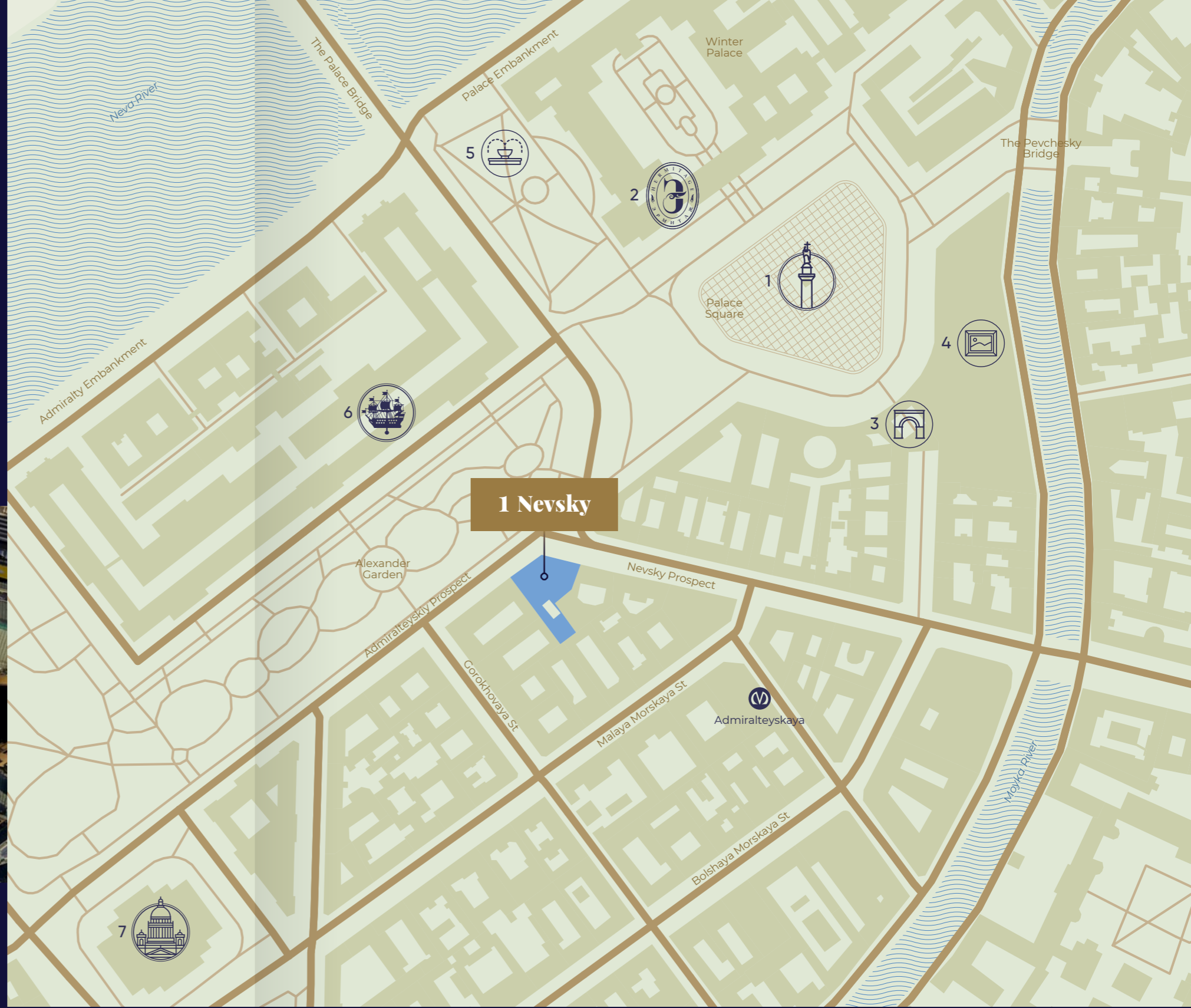
The unique business center of class A + 1 Nevsky prospect is located in the Golden Triangle, the most expensive and attractive prime city location for investment purposes, the true pearl of St. Petersburg. The building is organically sits within an assemblage of the main city highway and is an integral part of it.

Modern harmony



Location

8



1 Alexander Column

2 The State Hermitage Museum

3 The arch of the General Staff Building

4 General Staff Building

5 Winter Palace garden

6 The building of the main Admiralty

7 Saint Isaac's Cathedral

The best destination

10

In 2019 the Saint Petersburg government announced its intention to promote the development of luxury tourism. In 2020, Saint Petersburg will be presented for the first time at the exhibition of the luxury tourism industry in Cannes.

8,2 million

In 2018, 8.2 million tourists visited St. Petersburg.

about 1,3 million

Tourists from China can visit St. Petersburg without having to apply for a visa. About 1.3 million Chinese tourist visited Saint Petersburg in 2019.

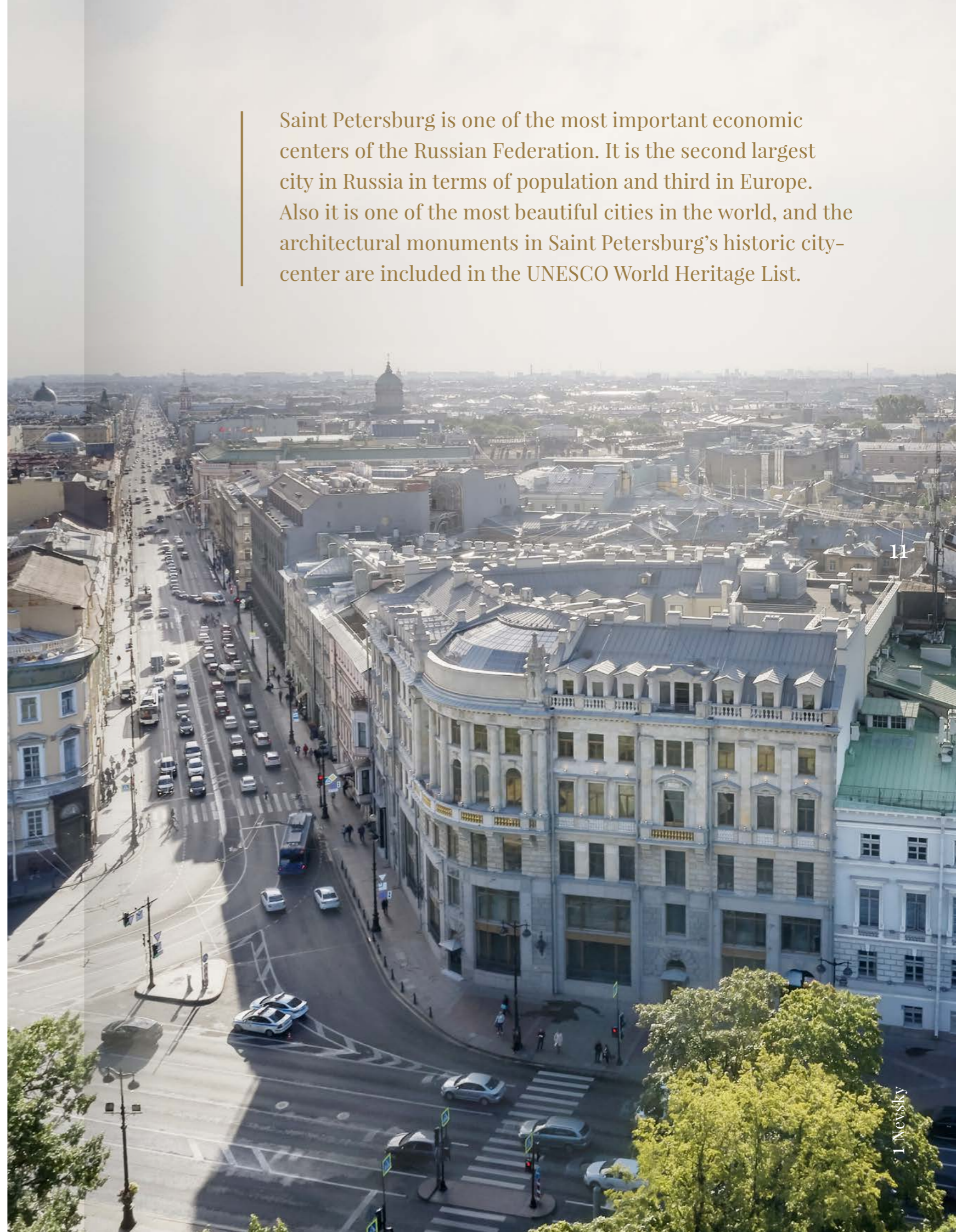
12 million

Over the next four years, the government authorities of the Northern Capital expect to see an increase in the number of tourists visiting Saint Petersburg to 12 million people per year.

more than 970 thousand

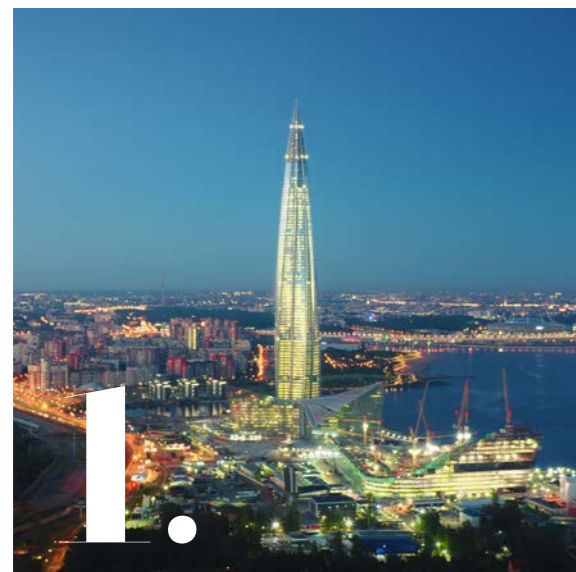
A significant increase in cruise tourism was also recorded in 2018. The passenger flow of cruise and ferry lines increased by 29% compared to 2017 and amounted to more than 970 thousand people, 90% of which are foreign citizens from USA and Europe.

Saint Petersburg is one of the most important economic centers of the Russian Federation. It is the second largest city in Russia in terms of population and third in Europe. Also it is one of the most beautiful cities in the world, and the architectural monuments in Saint Petersburg's historic city-center are included in the UNESCO World Heritage List.



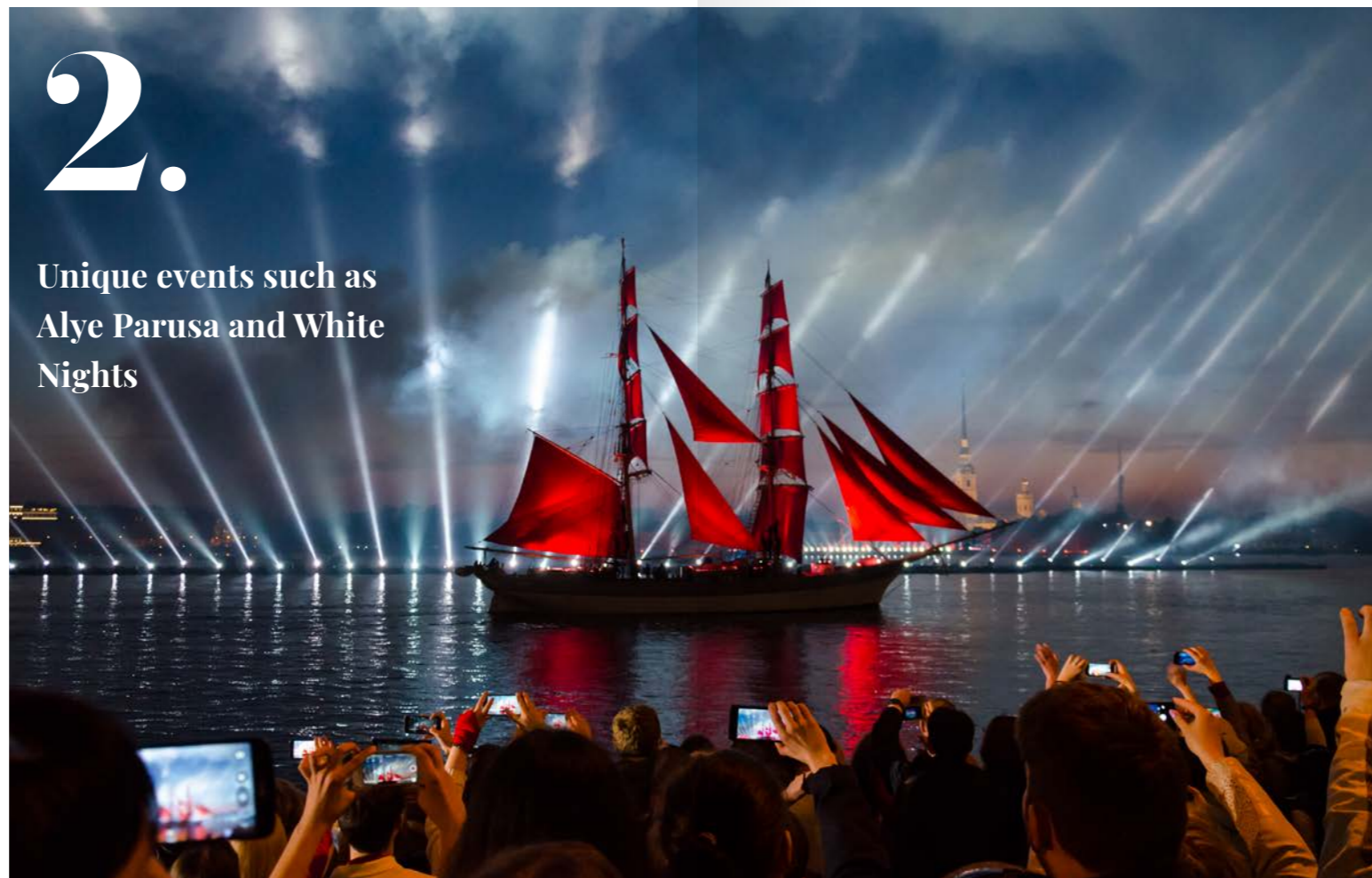
The luxury-brands sales in St. Petersburg are expected to be driven by:

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1.

Relocation of the largest state companies and government institutions to St. Petersburg, such as Gazprom



2.

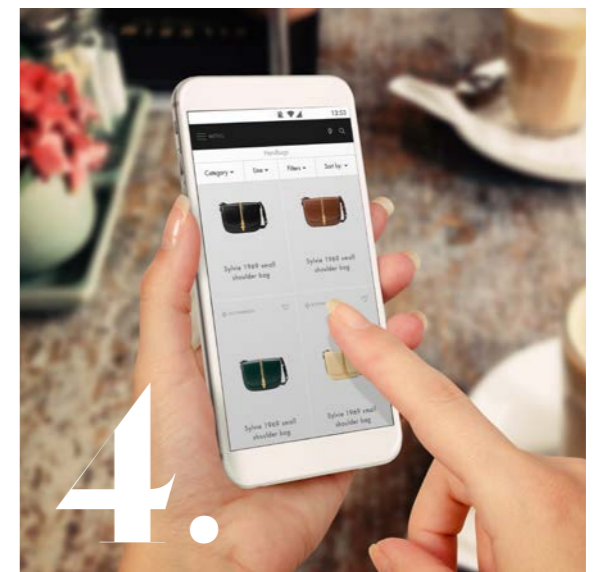
Unique events such as Aley Parusa and White Nights



3. The introduction of the electronic visa system

and the "open skies" regime introduced at the Pulkovo airport are likely to lead to an increase in the number of tourists visiting Saint Petersburg

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4.

A decrease in duty-free limit on purchases from abroad, making online shopping for luxury goods less attractive

Luxury tourism



1 Nevsky

Four Seasons
Four Seasons Hotels and Resorts
★★★★★

Sofitel
Accor Group
★★★★★

Astoria
Rocco Forte Hotels
★★★★★

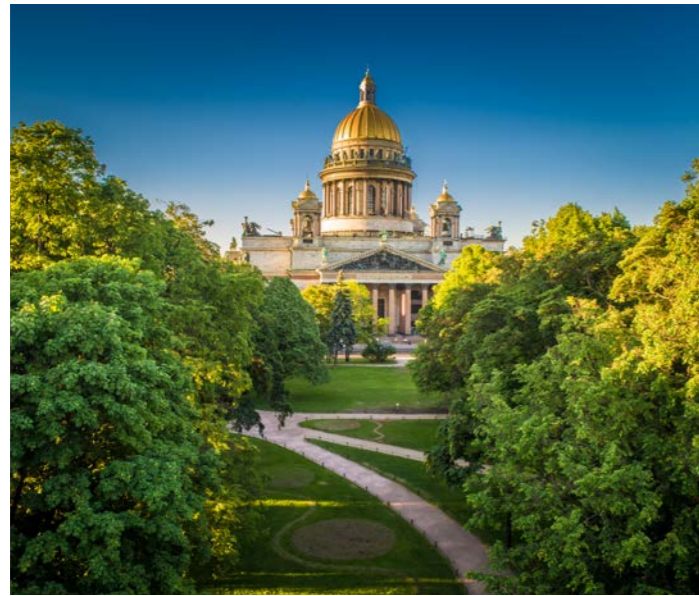
Lotte
Lotte Hotels and Resorts
★★★★★

Belmond Europe
Belmond
★★★★★



Status surroundings

16



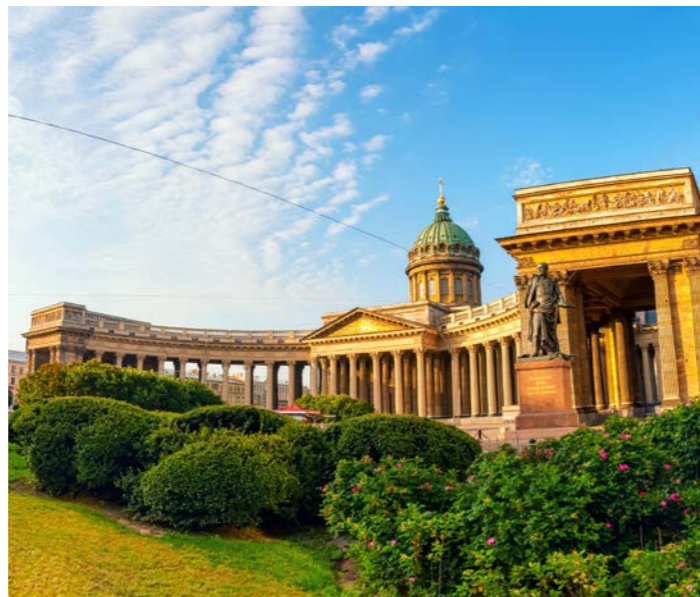
Saint Isaac's Cathedral



The Bronze Horseman monument



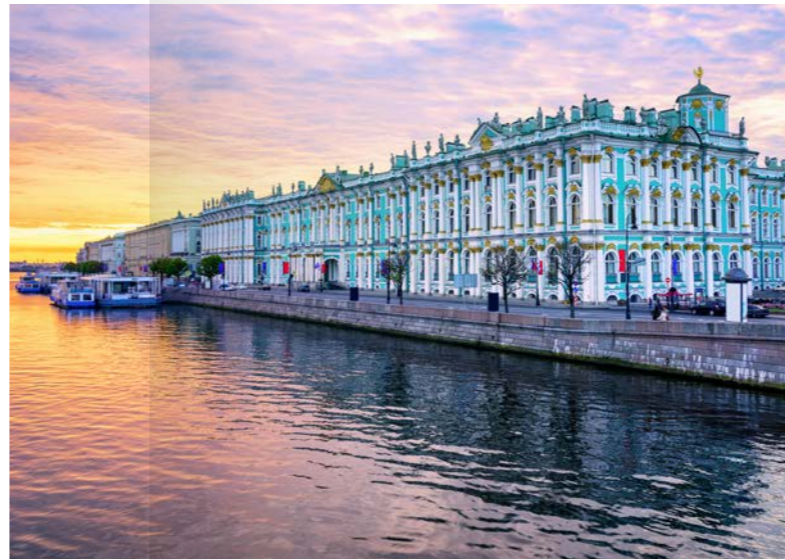
Singer House, also widely known as the House of the Book



Kazan Cathedral

1 Nevsky

The State Hermitage Museum



The building of the main Admiralty



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View of the Palace Square through the arch of the General Staff Building

1 Nevsky



Admiralty Spire

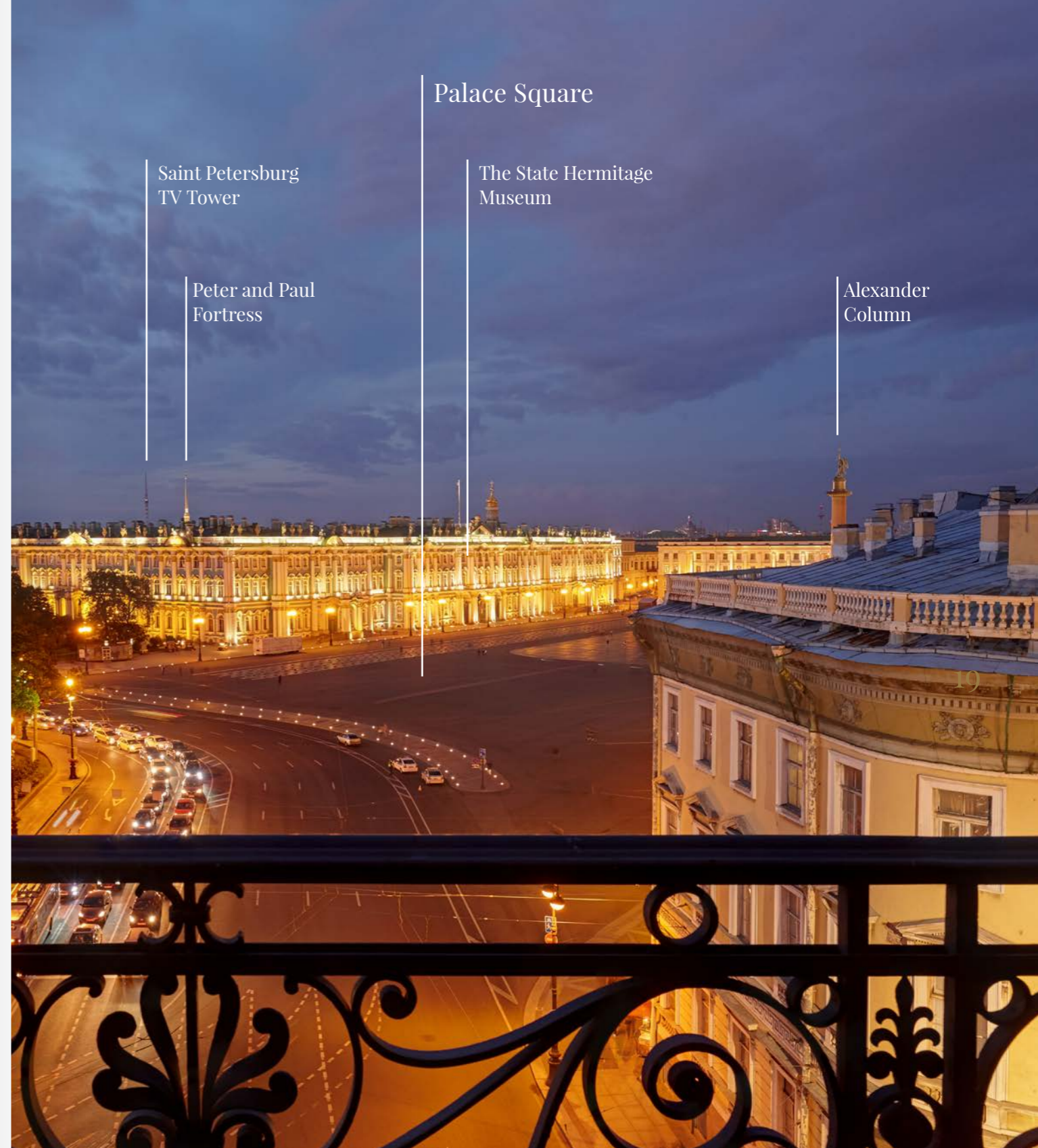
The boat on the spire of the building is one of the symbols of St. Petersburg

Lakhta Center

Gazprom Arena

18

Business Center «1 Nevsky» is located in the heart of the city. It is benefiting from the exceptional views on the Admiralty, the Winter Palace and the Palace Square.



Palace Square

Saint Petersburg TV Tower

Peter and Paul Fortress

The State Hermitage Museum

Alexander Column

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Exits from the balconies are located on the top floor and offering truly the stunning views.

The perfect atrium with two tiers of windows

20

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The distinctive feature of the building is an atrium. This is a two-light one-story banking hall with the lantern. The lantern consists of curved glass held by metal binders. Along the contour of the lantern, glass is adorned with a decorative ornament.



Due to the design features of the atrium, more light will be available during the summer. The historic lantern was recreated using aluminum structures (manufactured by Reynaers).

← Bank operating room.
Photograph, beginning of 20th century.

The comprehensive uniqueness



«1 Nevsky» has all technical capabilities to host any type of business from a restaurant or a store to an office or a status head quarters . Modern engineering systems: central ventilation and air conditioning system; modern dispatch system.

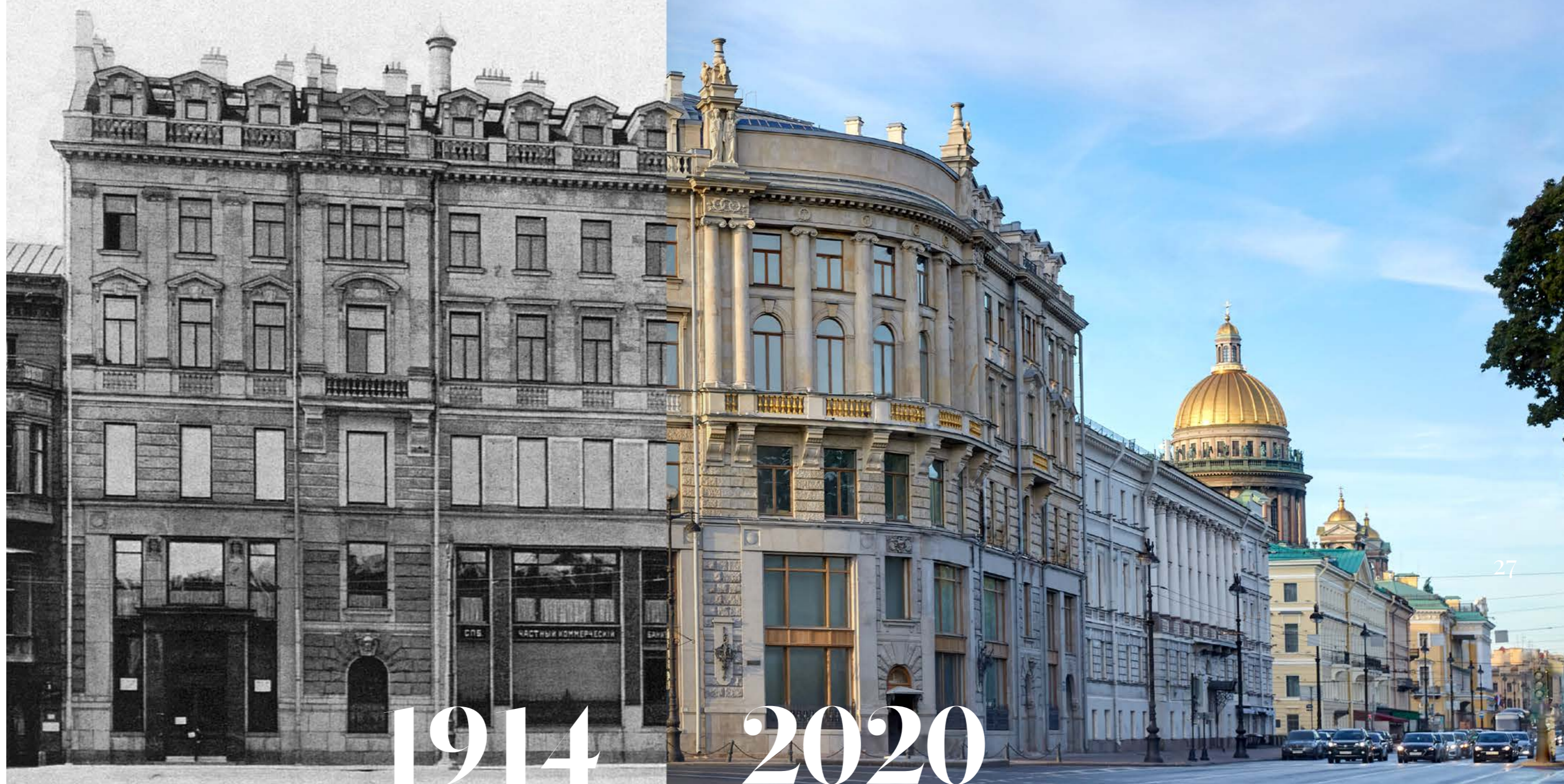
Private parking in the city's center



parking spaces

Two-level parking solves the problem of the lack of parking spaces in the historical center of St. Petersburg. A total of 24 parking spaces are provided in the heated parking lot. There are 10 parking lots on the 1st floor and 14 on the 2nd. Access to the parking is available through the courtyard from Admiralteysky prospekt followed by the car lift on the 1st floor (through the passage). On the 2nd floor, the lift is carried out by the car elevator.

Historical background



The construction history of «1 Nevsky» started in 1777

with the native of Saxony G. G. Heidenreich erecting a four-story stone building on this site. At various times, here used to be a hotel, a bookstore, an art store, a furniture factory and a private commercial bank. According to the project of V.P. Zeidler architect during 1910 – 1911, the bank building was thoroughly rebuilt: the fifth and top floor were added to the house. Once the process of banks nationalization was finished, various publishing houses were relocated to this building. In the 1920s and 1930s, the «Smena» literary association was based here, where Olga Berggolz used to work.



Today we have an opportunity to admire the building of «1 Nevsky» as an example of the beginning of the 20th century's solid bank building with the spatial-dimensional features that can be seen within architectural and artistic decoration of the facades.

← Main staircase.
Photograph, 1914 and 2020

The building has been owned by LSR Group since 2006. Now the company is reconstructing the mansion. The historical facades from the Nevsky prospect and Admiralteysky avenues and the courtyard as well as the compositions of two caryatids in antique robes have already been restored.

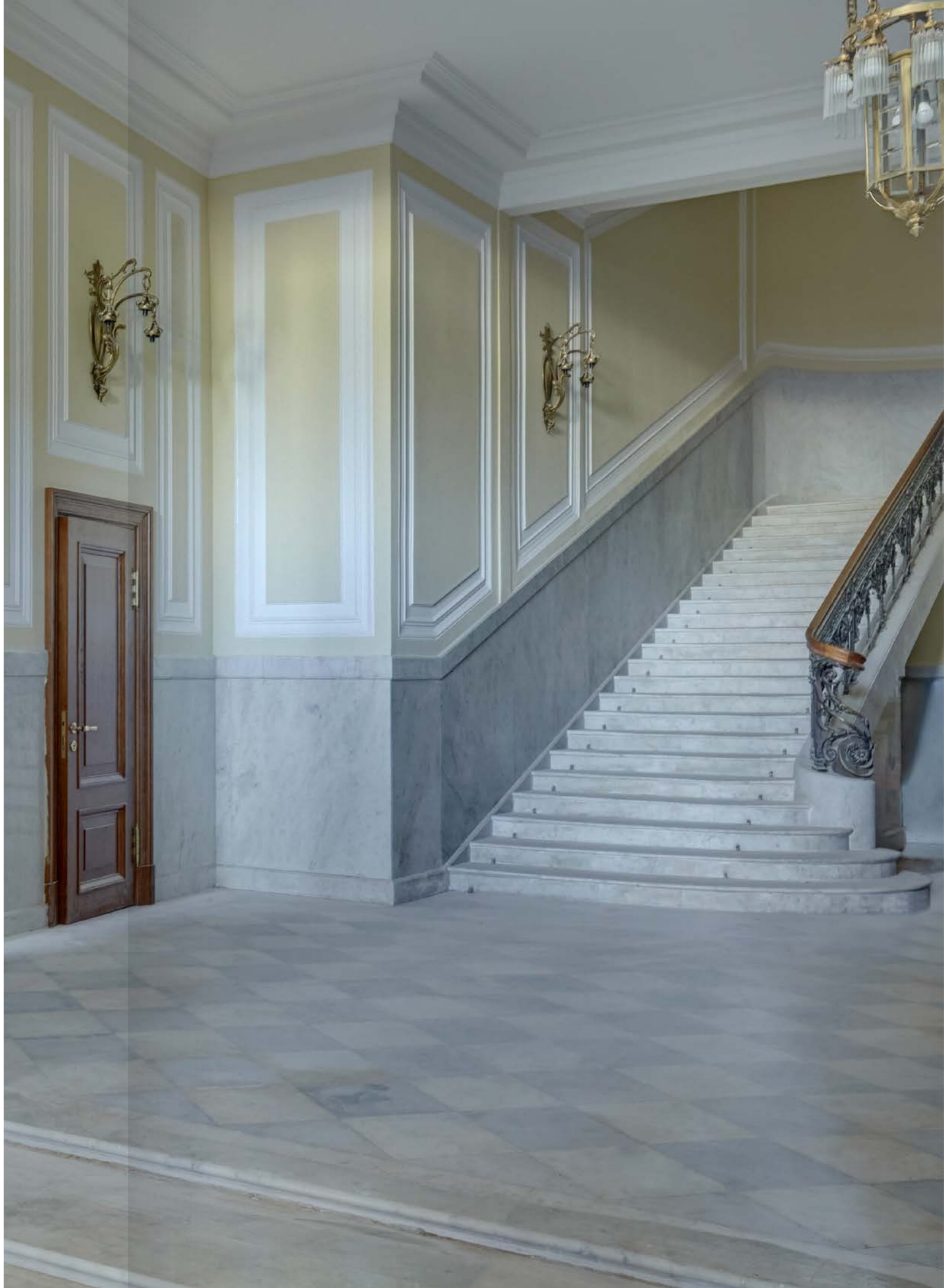
Also the completely lost figures of the four putti and other elements of the exterior of the building are recreated from preserved photographs.



Museum interiors



Preserved and restored historic interiors using wood and natural stone inside the building, while recreating historical lantern of the Banking hall and the lantern on the 6th floor as well. Antique chandeliers, floor lamps and sconces and grand staircases were all carefully restored. All services were carried out in strict accordance with the requirements of the KGIOP and the Historical and the Cultural Review Commission.

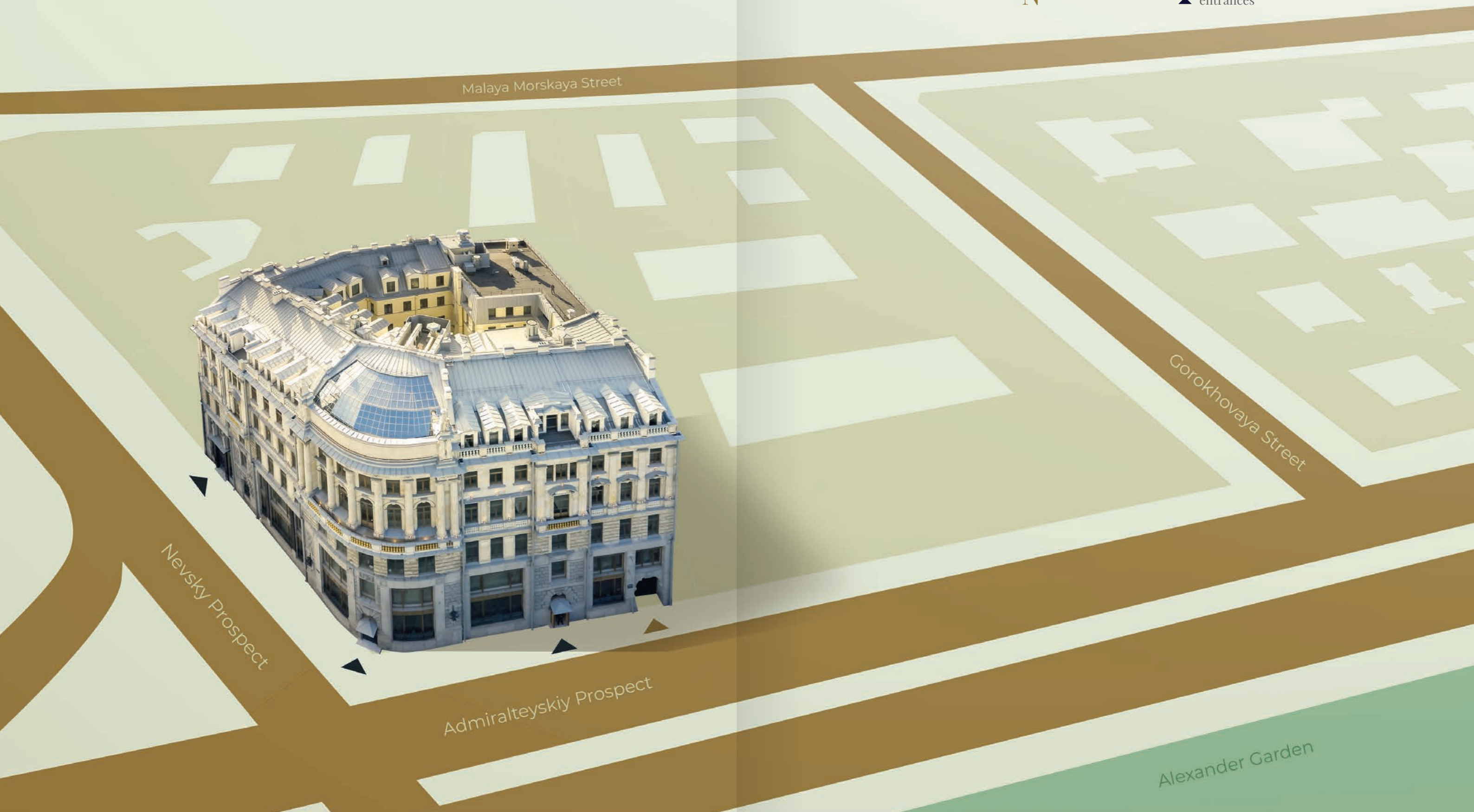


The master plan



▲ entry to the parking

▲ entrances



Malaya Morskaya Street

Gorokhovaya Street

Nevsky Prospect

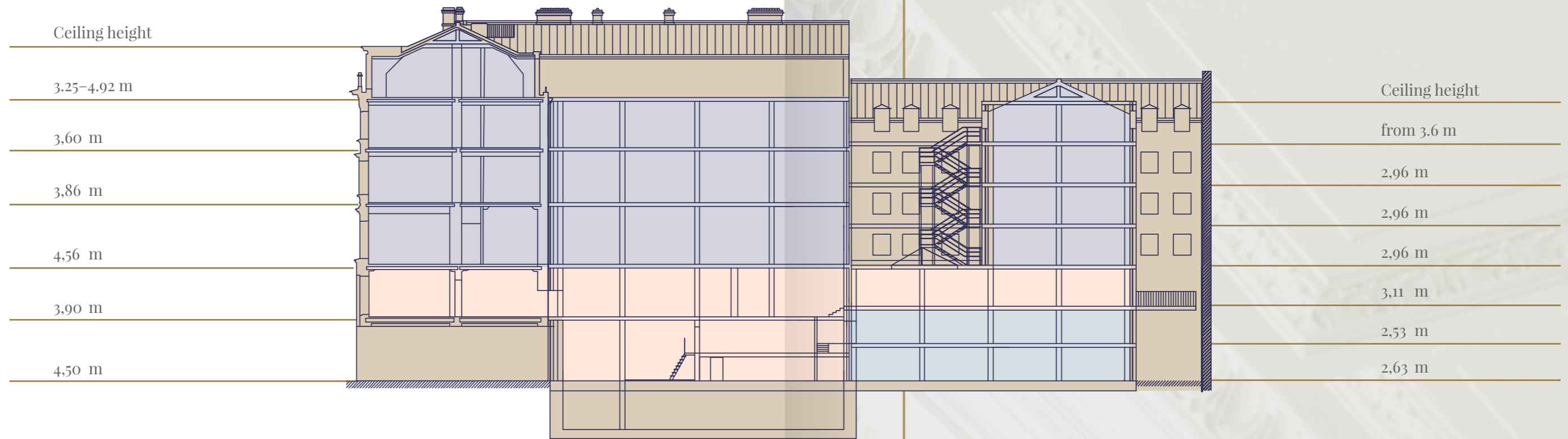
Admiralteyskiy Prospect

Alexander Garden

Room specifications

Office and retail premises are ideally combined in the harmony of the building. Private two-level parking. Prestigious location for the business.

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- retail premises
- office rooms
- parking facilities

The premises have all technical capabilities to host any type of business from a restaurant or a store to an office or a status head quarters

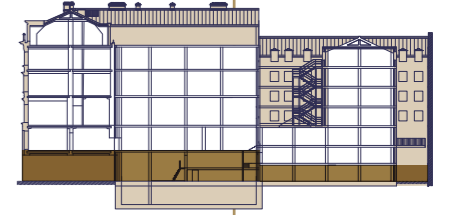
Ceiling height reaches 4.92 m, depending on the floor.



Palace Square

1st floor

first level



- retail space
- parking space
- utility rooms
- vestibules, stairs
- covered patio

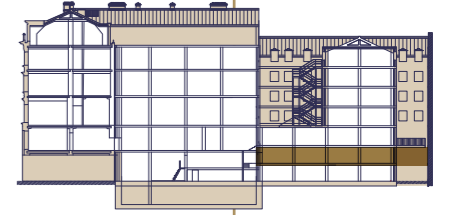







Palace Square

1st floor

second level



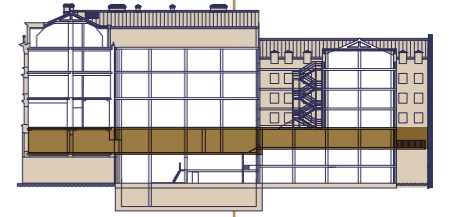
-  parking space
-  utility rooms
-  vestibules, stairs





Palace Square

2nd floor



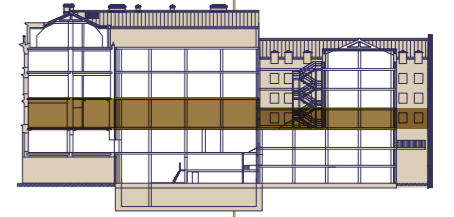
- retail space
- parking space
- utility rooms
- vestibules, stairs





Palace Square

3rd floor



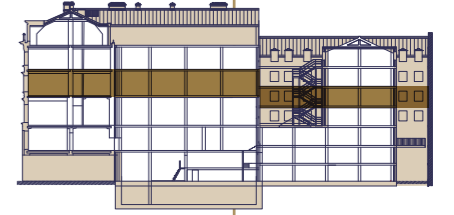
- retail space
- office rooms
- utility rooms
- vestibules, stairs





Palace Square

4th floor



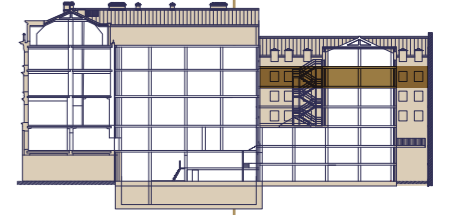
- office rooms
- utility rooms
- vestibules, stairs





Palace Square

5th floor



- office rooms
- utility rooms
- vestibules, stairs

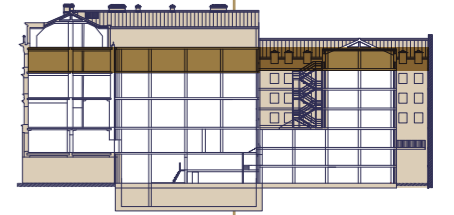




Palace Square

5th floor

The attic



- office rooms
- utility rooms
- vestibules, stairs





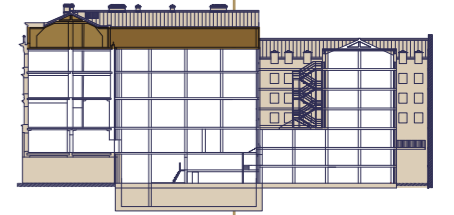
The sixth, attic floor of the courtyard wing is connected to the fifth floor of the main building. Therefore, the attic is simultaneously based on the fifth floor of the main building as well as on the sixth floor of the courtyard wing.



Palace Square

6th floor

The attic



- office rooms
- utility rooms
- vestibules, stairs



Elite objects of «LSR Group» for sale

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1. Smolny park

Tsentralny district, Ⓜ Chernyshevskaya tube station
Smolnaya embankment/Smolny st

2. Russkiy dom

Tsentralny district, Ⓜ Chernyshevskaya tube station
Baskov lane/Korolenko st.

3. Verona

Petrogradsky district, Ⓜ Krestovskiy island tube station
Krestovskiy island, 29 Morskoy Prospekt

4. Truvorov Mansion

Petrogradsky district, Ⓜ Krestovskiy island tube station
Krestovskiy island, 64A Martynov embankment

5. Neva Haus

Petrogradsky district, Ⓜ Sportivnaya tube station
Petrovskiy island, 9-11 Petrovskiy Avenue





LSR.RU

+7 (812) 777 - 77 - 04

Office: St. Petersburg,
39 Kirochnaya street



