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THE BROADWAY  
WESTMINSTER



## THE BROADWAY, SW1

### What is being developed?

The Broadway is set to deliver a new level of London living. Six beautiful buildings have been conceived combining contemporary with classic design as a salute to the historic landmarks located on the doorstep. The scheme will include a new streetscape, 258 apartments, offices and retail.

### What is the relationship between the residential and commercial space?

There will be high-end restaurant and retail space (27,000 sqft) on the Ground Floor and office spaces on the first three floors (116,000 sqft). A public thoroughfare will be created between East and West towers. Apartments are located from the 4th floor and up.

### A Development By:

Northacre / Abu Dhabi Financial Group

### Architect:

Squire & Partners

### Interior / Concept Design:

Northacre

### Completion: Q3 2022

### Total Area:

Island site of 1.72 acres

### Local Authority:

City of Westminster

### Tenure:

999 year lease

### Building insurance:

BLP

### Car Parking:

Available for selected apartments

### Cycle Spaces:

Available for all apartments

**Service Charge:** Estimated £13.50 psf per annum

### APARTMENT KEY DESIGN FEATURES

– Each pair of buildings feature a different architectural style of façade with oversized windows and internal palette

- Sancy East and West buildings – light palette
- Cullinan East and West buildings – mid palette
- Paragon East and West buildings – dark palette



The stunning lobby to the apartments at The Broadway West. (CGI).

# KEYCATIONS

- Contemporary interiors with 2.7m general floor to ceiling height in principal rooms
- Up to 6m floor to ceiling height in selected duplex penthouses
- Exquisitely designed functional kitchens with Gaggenau\* and Miele\* appliances and Bardiglio\* Italian marble worktops
- Highly-specified bathrooms with pure lines and Italian marble throughout with Corian baths and basins
- Luxurious fitted wardrobes to bedrooms and entrance halls
- Zoned underfloor heating to principal rooms
- Comfort cooling to principal rooms
- Engineered oak flooring throughout

### Residents Amenities:

- Entrance Lobby with 24hr security and concierge
- Lounge
- Meeting rooms
- Games room with table tennis and table football\*
- Screening room
- Library
- Spa/wellness facilities within the building to include:
  - 25m heated indoor swimming pool
  - Vitality pool
  - Steam room
  - Sauna
  - Fully-equipped gym with views to pool area
  - Two separate personal training studios
- Luxury changing facilities
- Two treatment rooms

\* The brands and descriptions referred to above are those we plan and expect to provide but we reserve the right to substitute other brands or materials of equal suitability if necessary.

## SITE



Arranged in pairs, the Sancy, the Paragon and the Cullinan buildings have been designed in three carefully crafted colour palettes to complement their distinctly different façade treatments. The light, mid and dark palettes offer a unique window frame design, anodised bronze feature shelving, and anodised bronze feature panels in the kitchens.

### THE SANCY Apartments

#### The LIGHT Palette



	Floors
Sancy East	14
Sancy West	14

### THE CULLINAN Apartments

#### The MID Palette



	Floors
Cullinan East	18
Cullinan West	19

### THE PARAGON Apartments

#### The DARK Palette



	Floors
Paragon East	13
Paragon West	18



## LOCATION

The Broadway is beautifully connected in every sense. The celebrated sites of Big Ben and the Houses of Parliament, Westminster Abbey and St James's Park are all neighbours to this vibrant and exciting new district. The underground stations of Westminster and St James's Park are close, along with the heart of London's travel network, Victoria Station.

A short walk away through St James's Park, with its famous views of Buckingham Palace and Horse Guards Parade, is the fashionable shopping, private members clubs and a wealth of restaurants in both elegant St James's and fabulous Mayfair.

### KEY WALKING TIMES TO TUBE STATIONS *(in minutes)*

St James's Park	1
Westminster	4
Victoria	7

### KEY TUBE TIMES *(in minutes)*

Bond Street (Crossrail)	4
Sloane Square	4
Canary Wharf (Crossrail)	10
Bank	11
Paddington (Crossrail, Heathrow Express)	12
Kings Cross St Pancras (Eurostar)	23

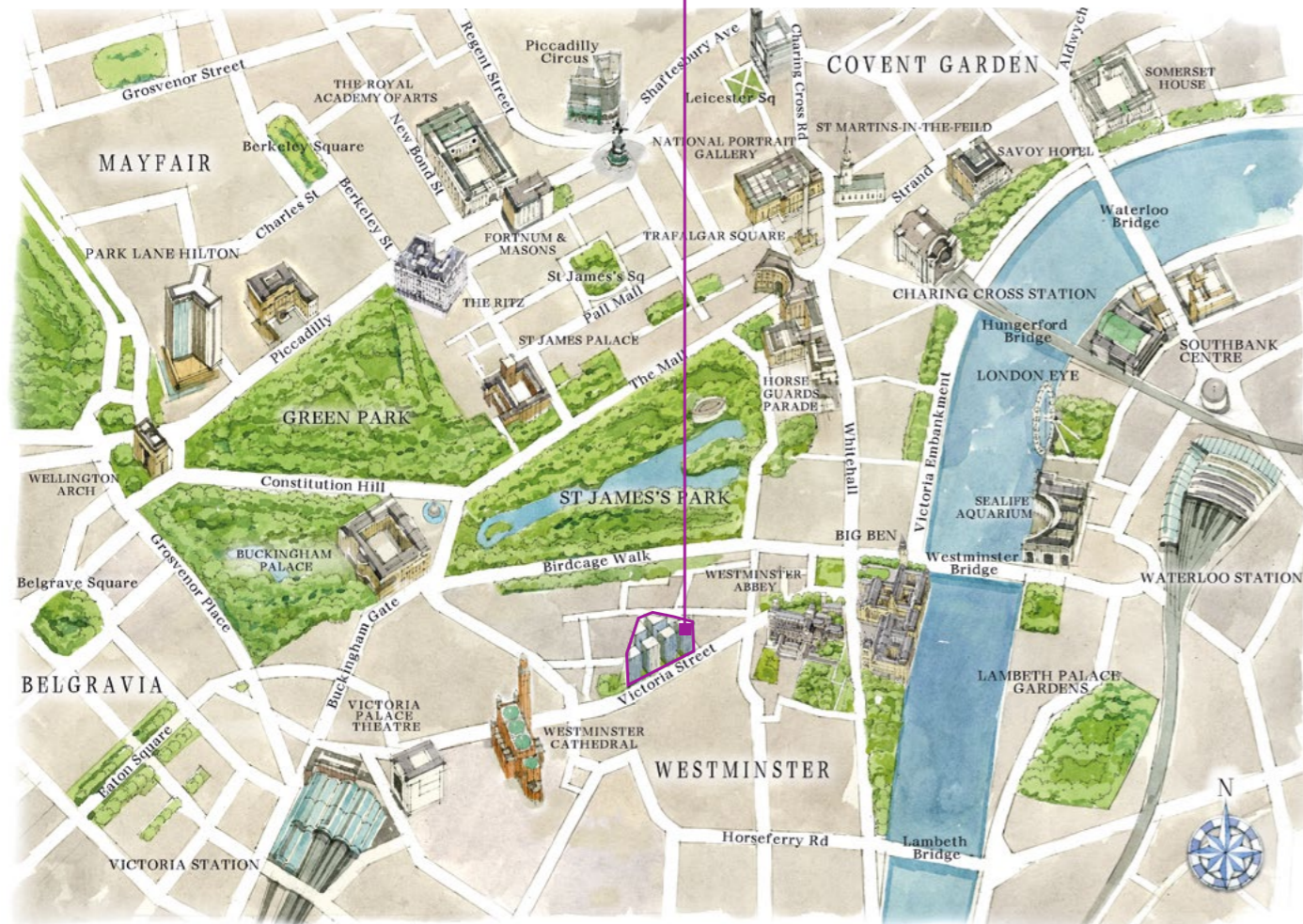
\*All times are from TFL based on journey from St James's Park/Westminster/Victoria tube stations

### KEY WALKING TIMES *(in minutes)*

St James's Park	3
Westminster Abbey	3
Houses of Parliament	5
Buckingham Palace	8
St James's Palace	9
Green Park	9
Mayfair	18
Belgravia	19
The South Bank	21

# B

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Overlooking The Sancy buildings and central streetscape (CGI).

## 30 YEARS OF UNRIVALLED DEVELOPMENTS

### NORTHACRE LONDON

Northacre, a prime central London developer with over 30 years experience in creating some of London's best addresses.

<i>Observatory Gardens, W8</i>	1992 1995
<i>Earls Terrace, W8</i>	1995 1999
<i>The Bromptons, SW3</i>	1996 2000
<i>Kings Chelsea, SW10</i>	2000 2004
<i>The Phillimores, W8</i>	2001 2005
<i>44-46 Park Street, W1</i>	2004 2007
<i>The Lancasters, W2</i>	2006 2011
<i>Vicarage Gate House, W8</i>	2008 2016
<i>No.1 Palace Street, SW1</i>	2014 2020
<i>The Broadway, SW1</i>	2017 2021

DISCLAIMER: Not to scale. All areas are approximate only and you should check with your sales consultant regarding the floorplan and square footage. Computer generated images and predicted views are indicative only. Plans and descriptions are for guidance only and are subject to change.

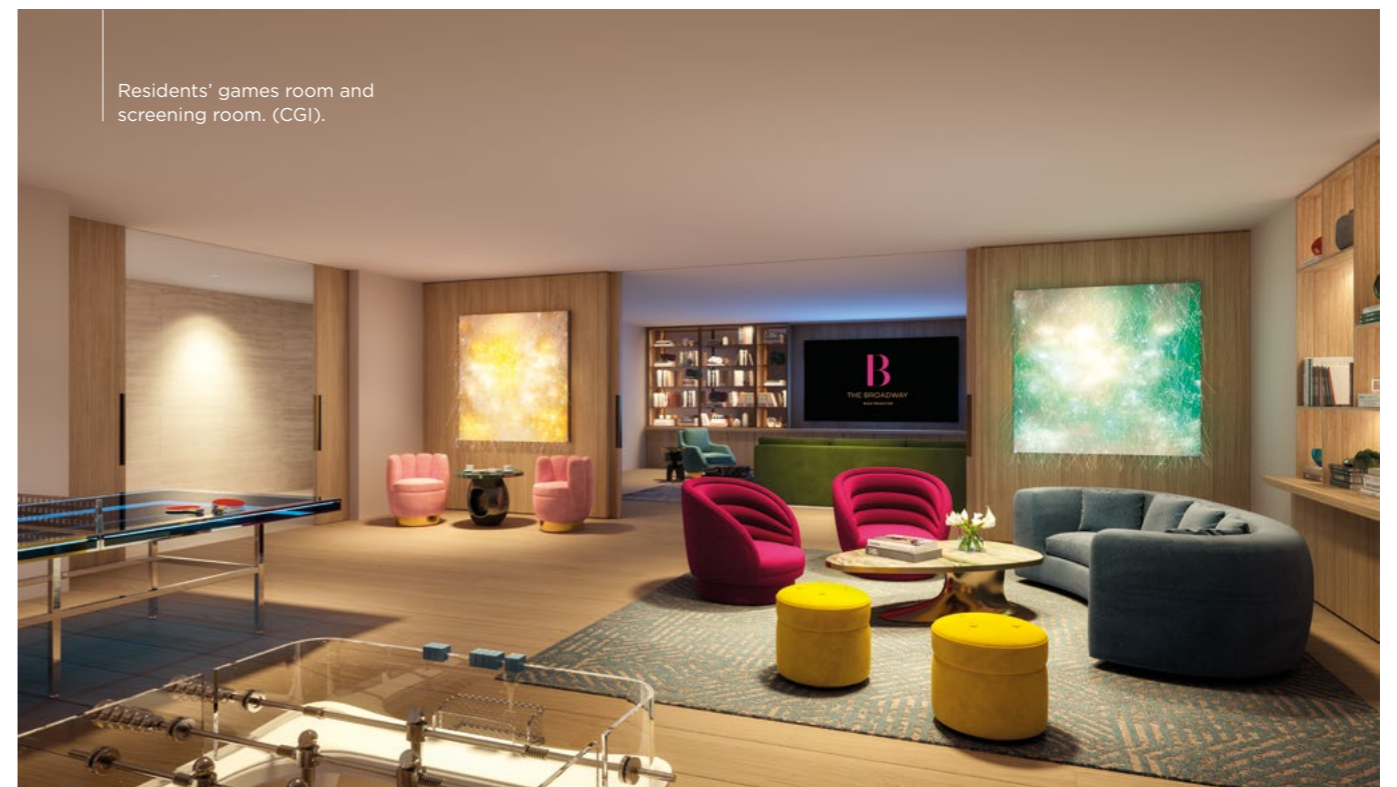




With six metre ceiling heights, a spectacular Cullinan penthouse, (CGI).



A view of the 25 metre swimming pool in its luxurious surroundings with jacuzzi, sauna and steam room. (CGI).



Residents' games room and screening room. (CGI).



## RESERVATION PROCEDURE

A booking deposit is payable upon reservation.

**For one bedroom:**

A £5,000 reservation fee is payable.

**For two bedrooms:**

A £10,000 reservation fee is payable.

**For three bedrooms:**

A £15,000 reservation fee is payable.

**For four and five bedrooms:**

A £20,000 reservation fee is payable.

Contracts to be exchanged within 21 days of receipt of contract.

**10% payable on exchange of contracts** (minus reservation fee).

**Balance of 90% payable on completion.**

## DOCUMENTATION REQUIRED

Two forms of identification are requested for each purchaser – a proof of address (utility bill / council tax bill) and a proof of identity (driving licence / passport).

These must be originals and must be valid within the last three months.

## VENDOR'S SOLICITORS

**Forsters LLP**

31 Hill Street  
London  
W1J 5LS

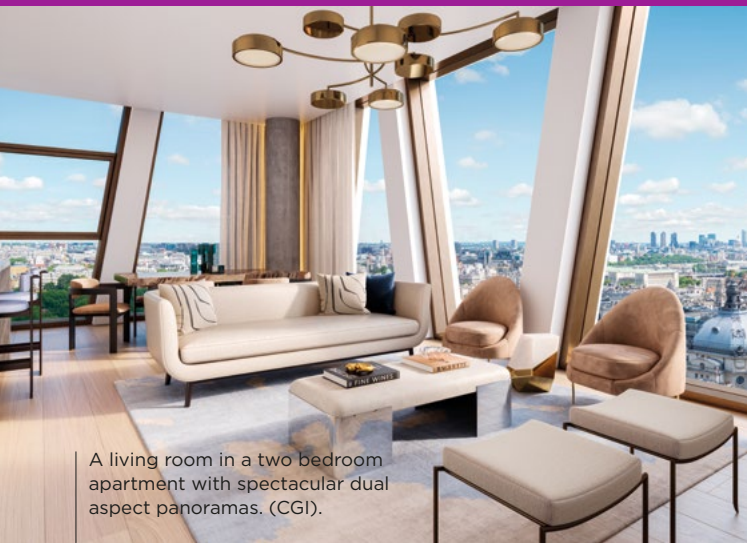
**Helen Marsh**

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E: [helen.marsh@forsters.co.uk](mailto:helen.marsh@forsters.co.uk)

## RECOMMENDED PURCHASER'S SOLICITORS

Please ask your sales consultant to confirm.



A living room in a two bedroom apartment with spectacular dual aspect panoramas. (CGI).

Another remarkable development by:

**NORTHACRE**  
LONDON