

FITZROY PLACE





## PENTHOUSES 5<sup>a</sup>/5<sup>b</sup>

"Masterpieces...
they are the
outcome of many
years of thinking."

Virginia Woolf, the author, lived at 29 Fitzroy Square, Fitzrovia.











## THE MOST SIGNIFICANT DEVELOPMENT IN FITZROVIA FOR OVER 50 YEARS

A short stroll from Bond Street and the vibrancy of Oxford Street lies one of central London's hidden gems. A village of boutiques, independent traders, beautiful squares and an eclectic mix of cafés and restaurants. Welcome to Fitzrovia.

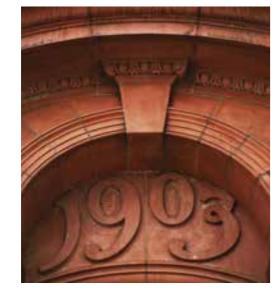
Surrounded by Soho, Mayfair, Marylebone and Regent's Park, Fitzrovia presents London life, both work and play, at its very best. Now, something new is coming to Fitzrovia that's as unique as the district itself. Fitzroy Place is a collection of prestigious new homes, enticing stores, a restaurant and high quality office space, all gathered around a stunning landscaped square.

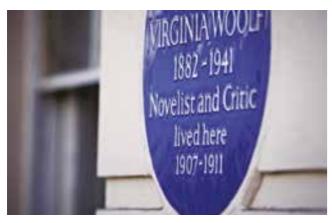
Set in an unrivalled central London location, Fitzroy Place is as unique as the district itself.



Fitzroy Place is located in the heart of central London. Many famous streets are on your doorstep including Oxford Street and Bond Street, while the wide open spaces of Regent's Park are just a seven minute walk away.

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# CREATIVITY CREATIVIS

Fitzrovia has long been one of London's most cherished neighbourhoods. Often described as the creative and cultural capital of London, it is now home to ten percent of all galleries in London.

This unique neighbourhood is founded on its rich cultural history and its list of former residents reads like a roll call of London's creativity: John Constable, Virginia Woolf, James Whistler, George Bernard Shaw and Charles Dickens all called Fitzrovia home.

Today the spirit is embodied by a thriving creative community including writers, artists, designers and filmmakers who work alongside some of Fitzrovia's most creative artisans.

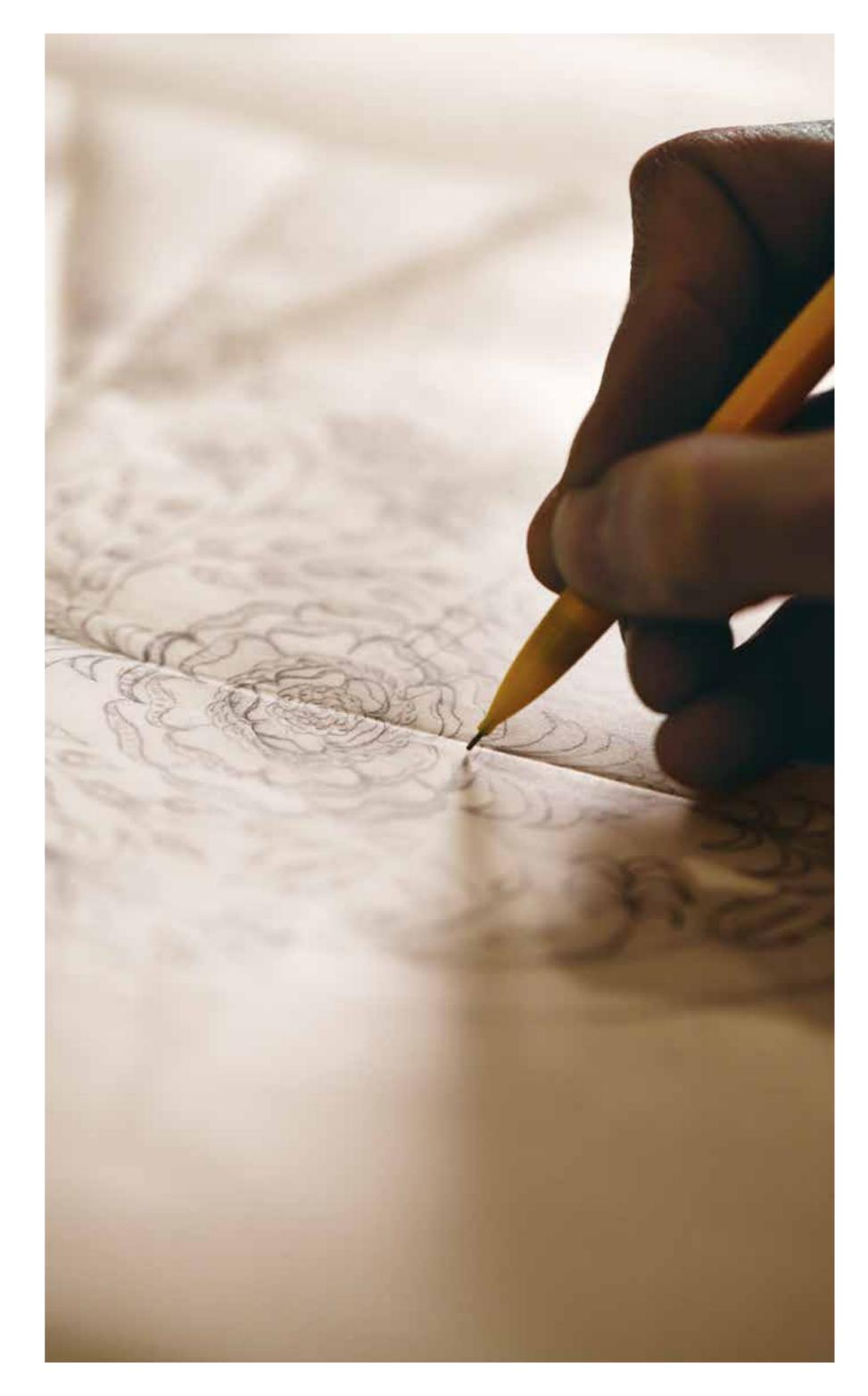
"The whole difference between construction and creation is this: that a thing constructed can only be loved after it is constructed; but a thing created is loved before it exists."

Charles Dickens, the English novelist, lived at 22 Cleveland Street, Fitzrovia.

## ARISANS OFFITZROVIA

At Fitzroy Place we only ever construct after we have created, and it is this approach that ensures that we stay true to our passionate belief about creativity. This belief and the love of creation are also held true amongst Fitzrovia's most skilled artisans.

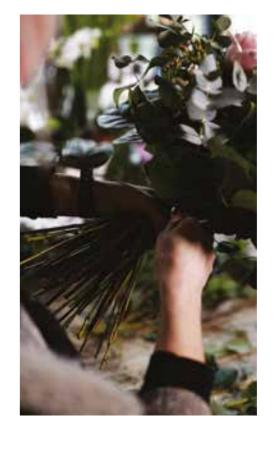
It is these artisans and their skilled craftsmanship that inspire the attention to detail and creativity that is evident throughout the penthouses at Fitzroy Place. The following pages showcase some of these artisans.











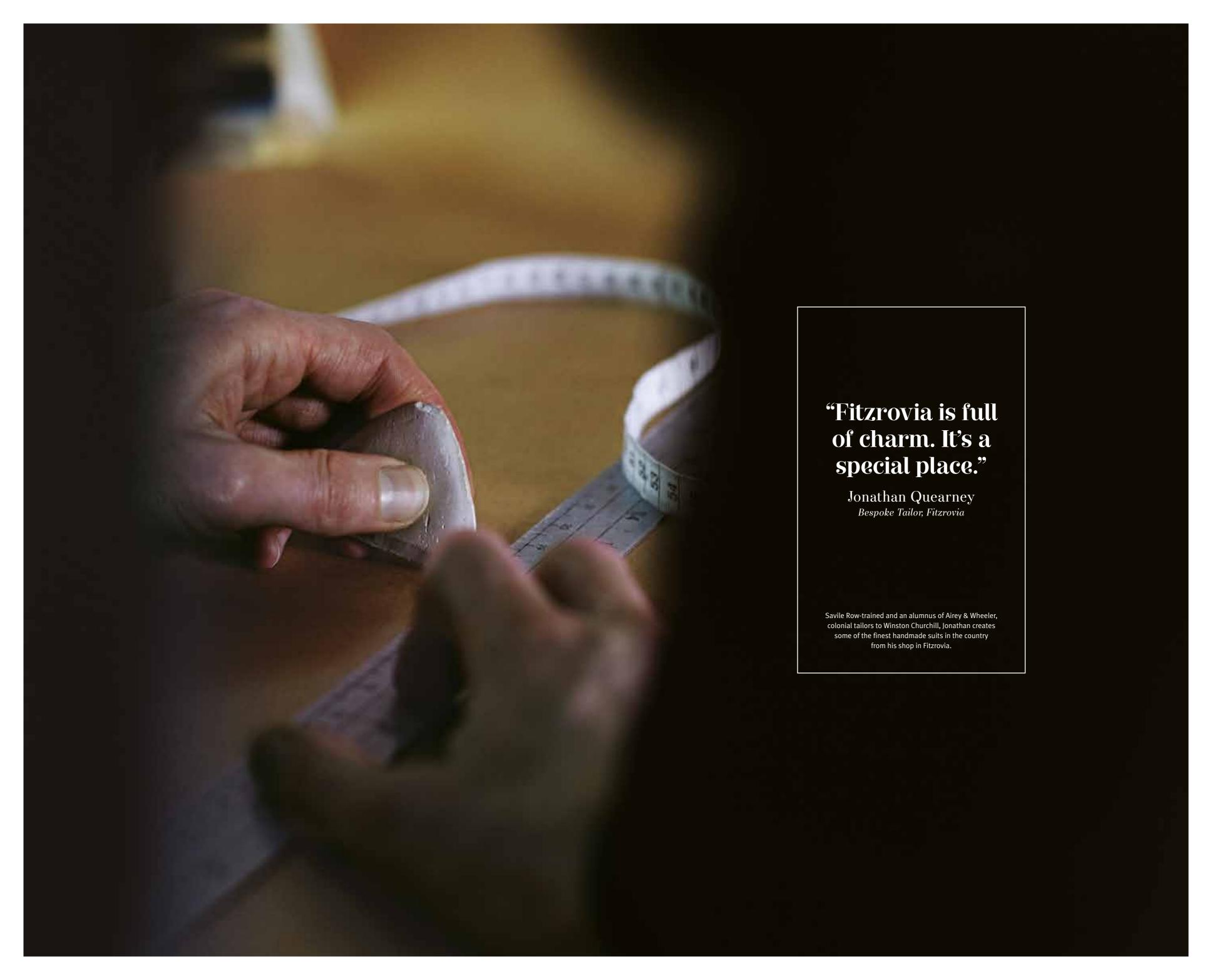
Distinctiveness is often underrated, but for Jamie it is more important to stand out from the crowd than stand in. Nobody wants to imitate or be seen to have done something that we have all seen before, and in his words, "there is endless scope to be creative."

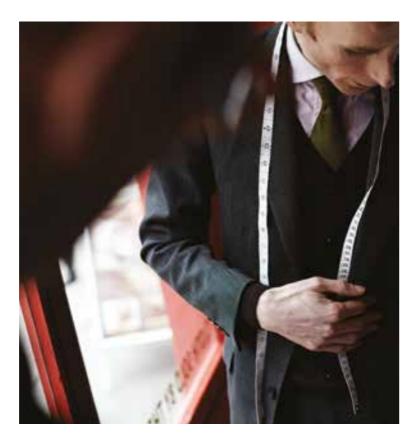
Presentation, Presentation: three words that epitomise the attention to detail of the master florist. A mantra that has inspired Jamie and one which we embrace at Fitzroy Place.

Jamie Aston is located at 226 Great Portland Street, Fitzrovia













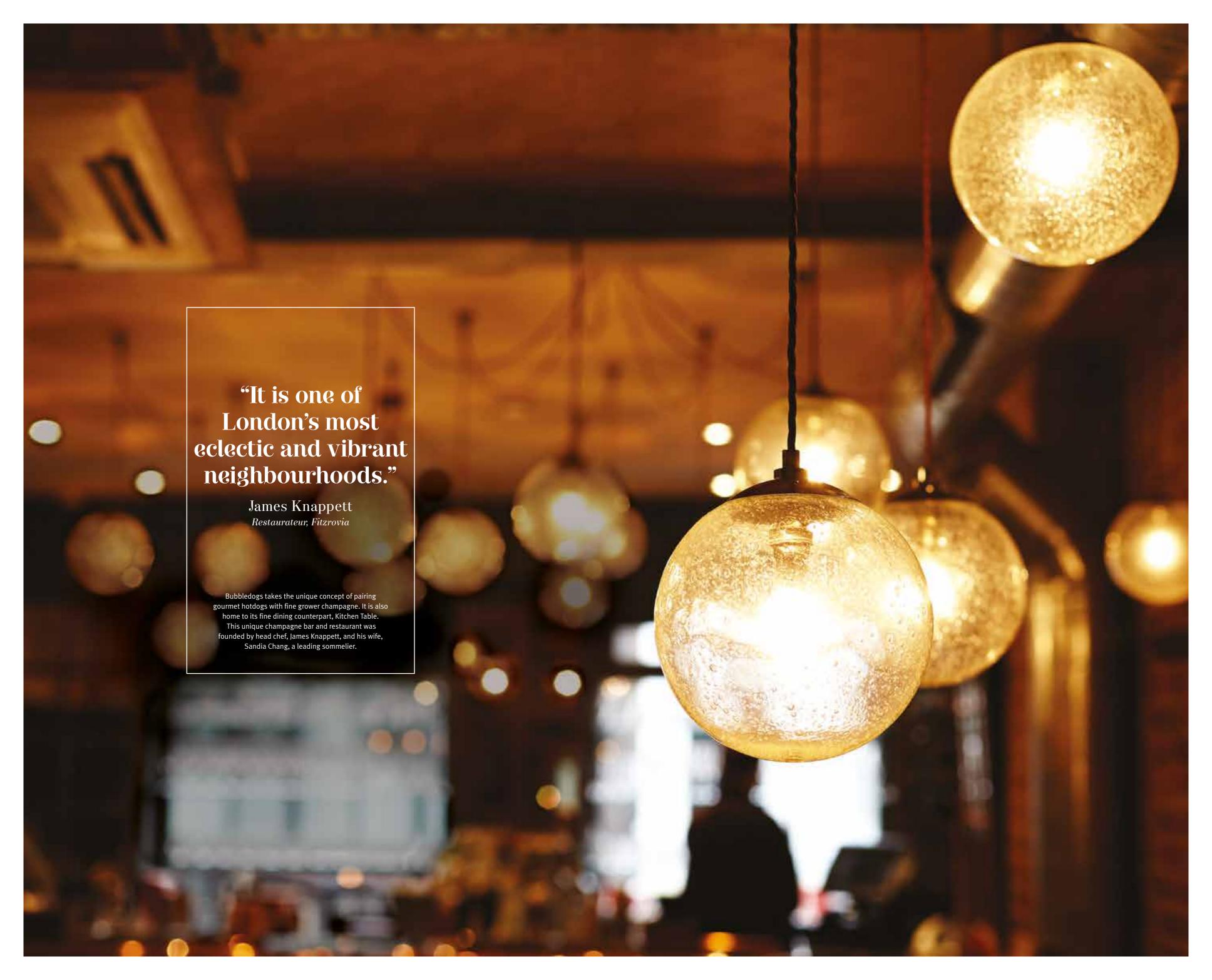
When creating a bespoke tailored suit, attention to detail is paramount. Attention to detail in the sense that the suit must have the perfect fit, style, craftsmanship and the right fabric the wearer truly deserves.

It is this refined eye for tailoring, coupled with a fresh perspective on men's outfitting, which make Jonathan, and the service he provides truly unique. A level of detail that you will also find at Fitzroy Place.

Jonathan Quearney is located at 7 Windmill Street, Fitzrovia









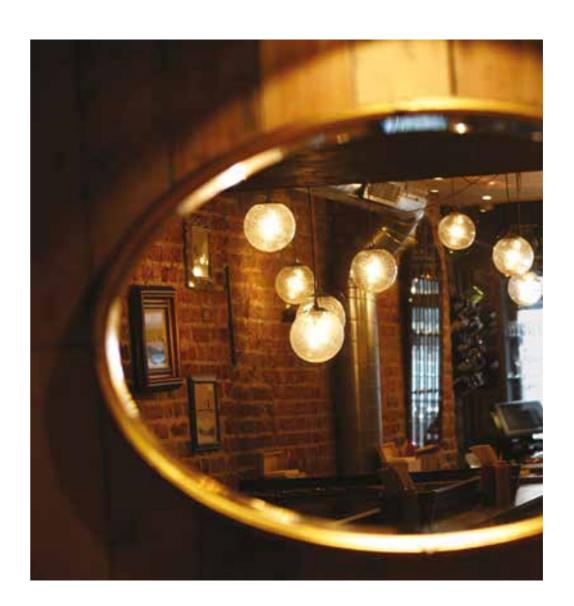




Sometimes the best combinations are the least expected. Take hotdogs and champagne: not natural bedfellows, but thanks to those ingenious souls at Bubbledogs, this most inventive of menus can be found mixing fizz with frankfurters in the heart of Fitzrovia. Or for a special occasion, guests can enjoy the exquisite tasting menu at Kitchen Table.

Another example of the spirit that thrives in one of London's most inspiring districts. And makes Fitzroy Place, with its unique brand of creative expression, feel very much at home.

Bubbledogs & Kitchen Table are located at 70 Charlotte Street, Fitzrovia

















When tasked with creating items for clientele such as the Royal Family or celebrity royalty such as Marilyn Monroe, perfection is absolutely key. Something which Hand & Lock has in abundance.

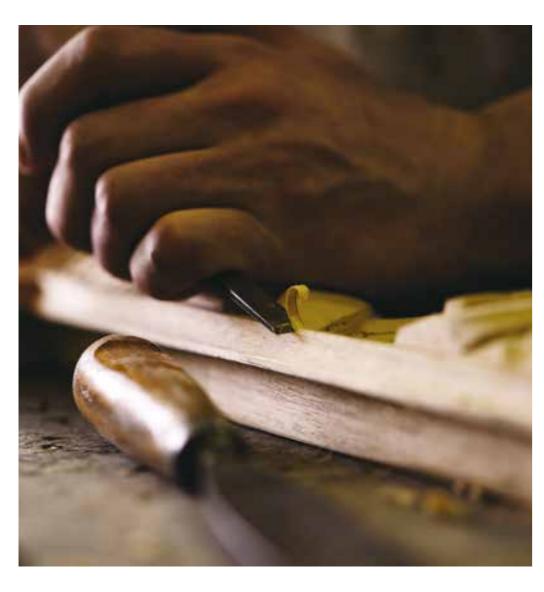
Its longevity and list of creations over the centuries is testament to this: Michael Jackson's iconic jacket, Marilyn Monroe's sequined dress in *Gentlemen Prefer Blondes*, and more recently, the embroidery for the Royal Barge at The Queen's Diamond Jubilee.

At Fitzroy Place, we share Hand & Lock's ambition to create perfection. Owners will witness the exceptional level of craftsmanship in each of our unique properties.



Hand & Lock is located at 86 Margaret Street, Fitzrovia







Every picture has its own personality, whether it be a Picasso, Lowry or Warhol, so choosing and sourcing the right materials for frames has always been key for Riccardo Giaccherini. From the finest pear wood for Matisse to the richest chestnut for Dali, they'll leave no stone unturned when it comes to finding the perfect match.

At Fitzroy Place, we share this ethos. In fact, it is something we hang our reputation on.

Riccardo Giaccherini is located at 39 Newman Street, Fitzrovia

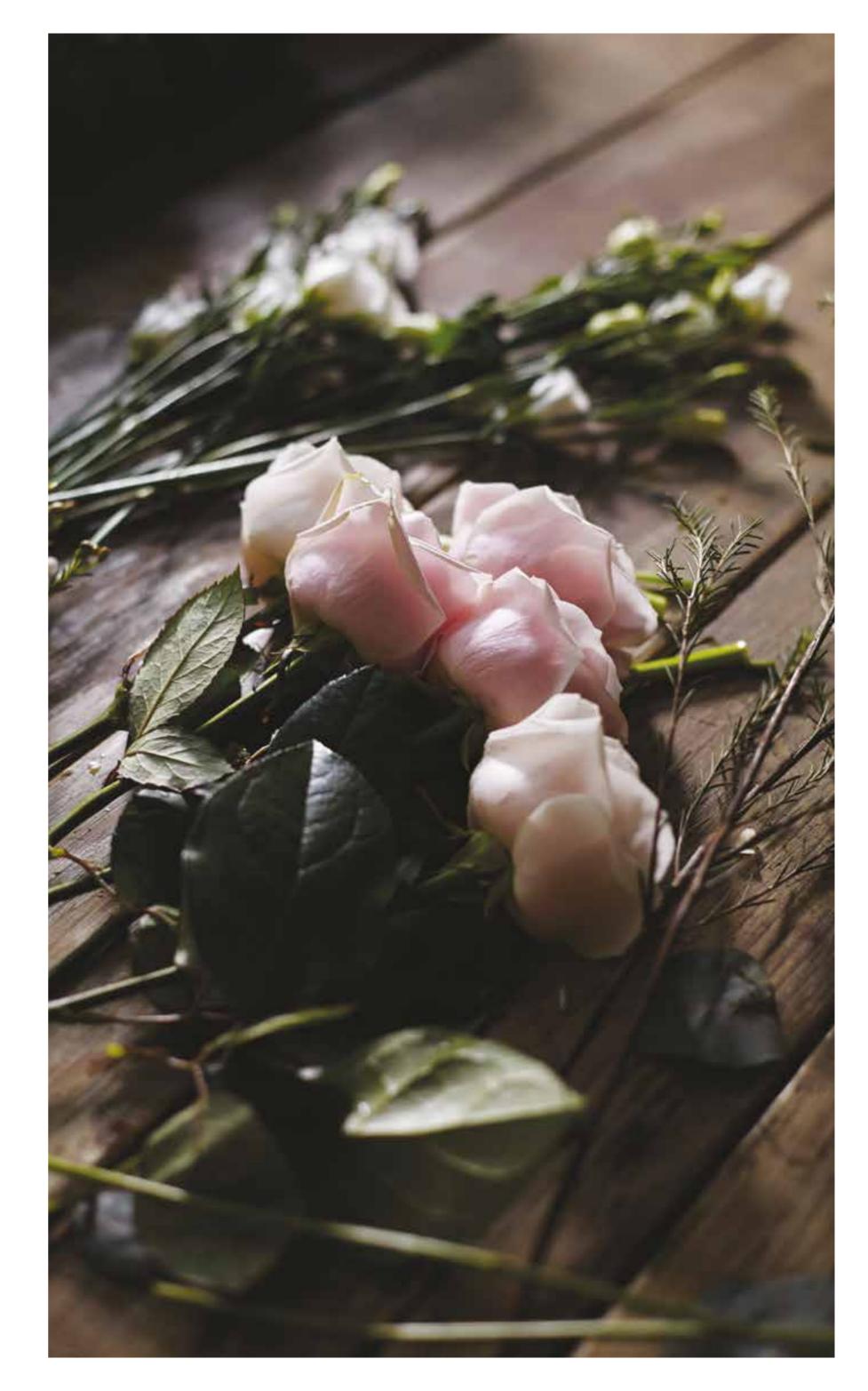


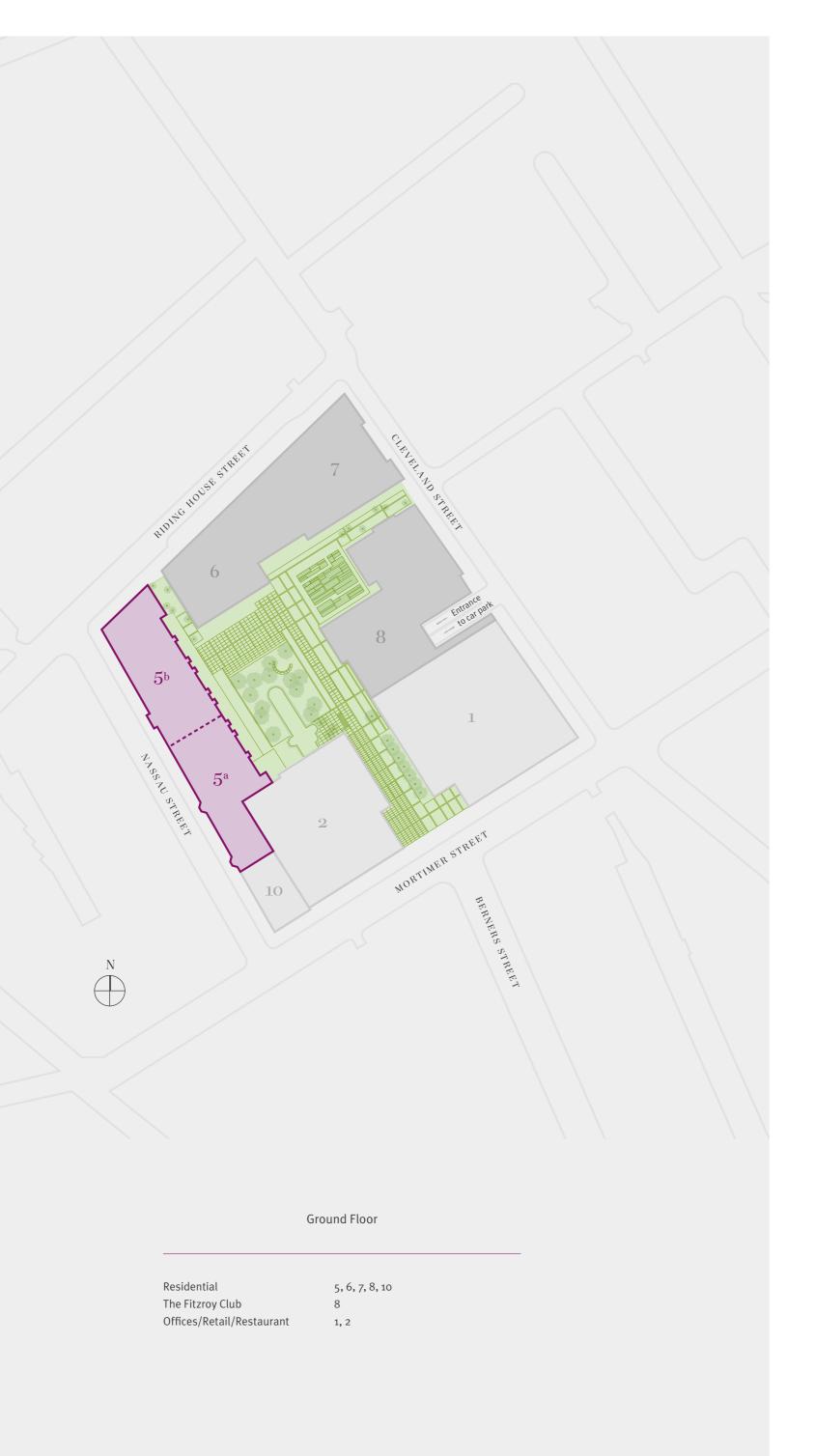




## "Imagination is the beginning of creation."

George Bernard Shaw, playwright and co-founder of the London School of Economics, he lived at 29 Fitzroy Square, Fitzrovia.





#### FITZROY PLACE MASTERPLAN

The architecture of Fitzroy Place draws its inspiration from the rich traditions of Fitzrovia. From the generous proportions and high ceilings of the area's beautiful Edwardian mansions, to the simple lines and fresh thinking of modern design, Fitzroy Place has been conceived to integrate effortlessly with this stylish central London district.

The project's award-winning architects, Lifschutz Davidson Sandilands and Sheppard Robson, have worked together to produce a masterplan that grows naturally from its surroundings.

Centred around the first new square in London W1 for over 100 years, the development comprises 235 luxury apartments including five prestigious penthouses. By bringing together a 21st century city living experience with Fitzrovia's history and creative heritage, Fitzroy Place will sit perfectly within the area's famous streetscape.

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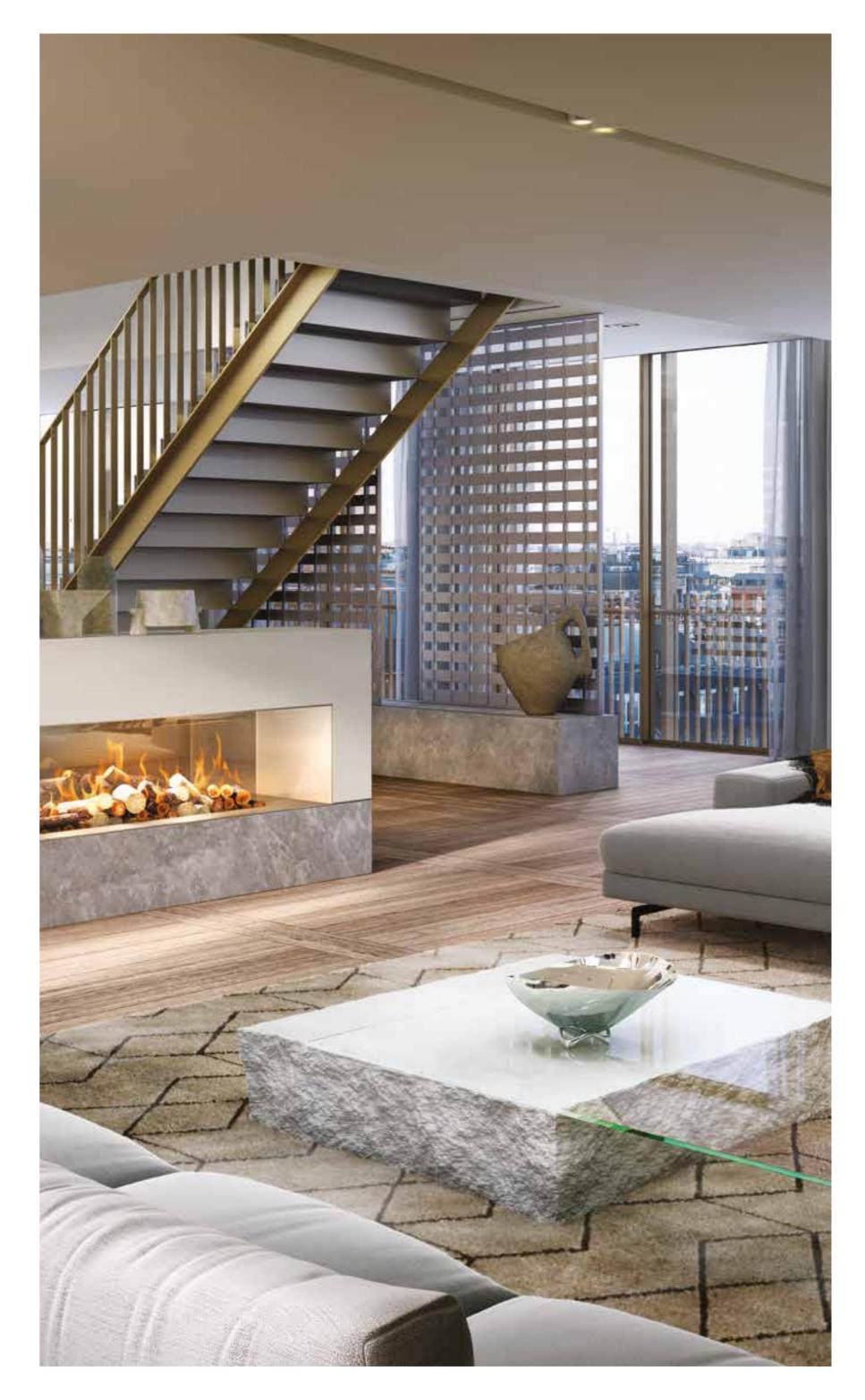
#### A WELCOME RETREAT

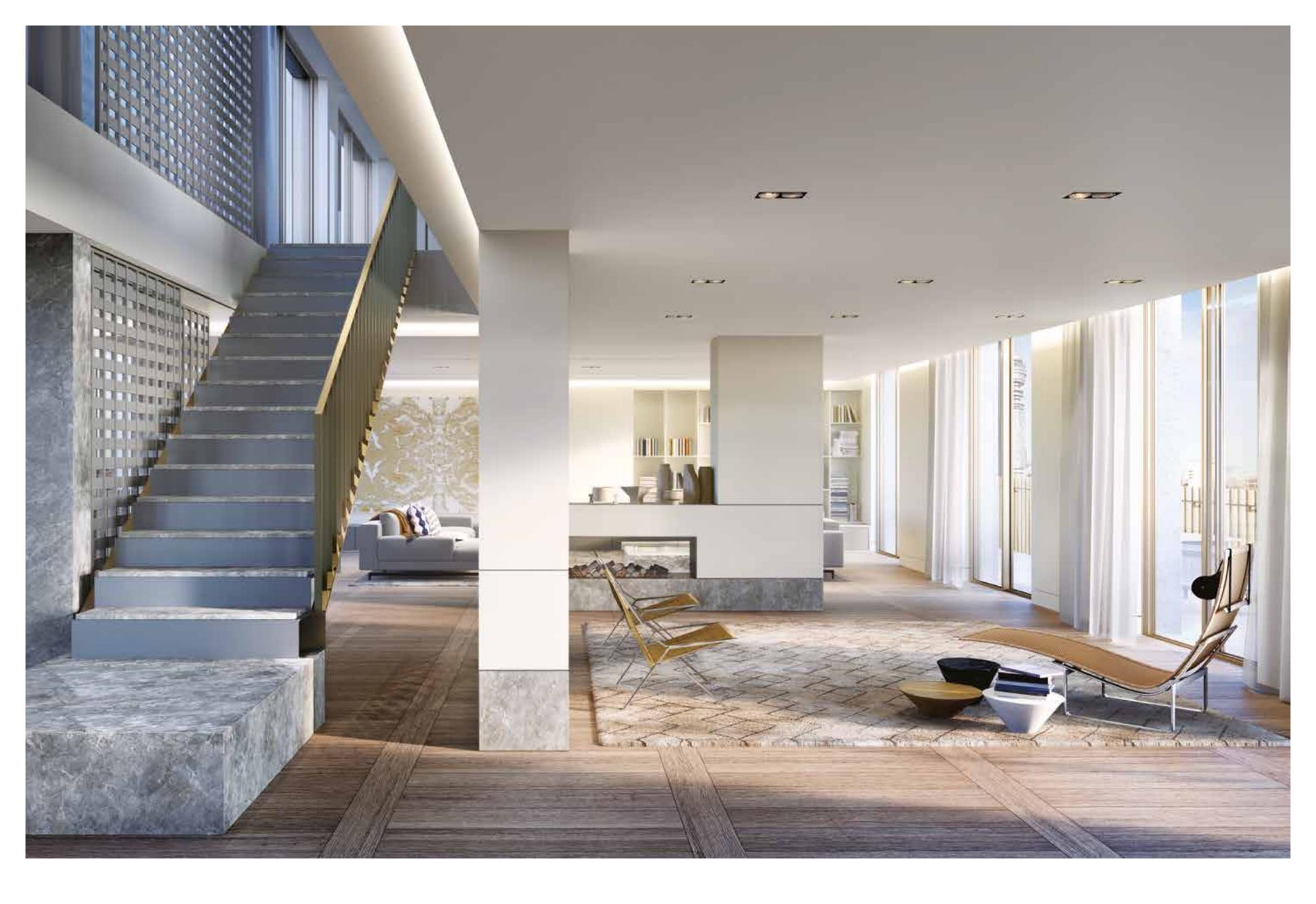
Rich in character and quality, the design of the two penthouses makes the most of their unique position at the heart of London. Floor to ceiling windows to both sides of the two storey apartments introduce a wealth of natural light while establishing a powerful relationship with the skyline.

Terraces alongside both the living spaces on the lower floor and the bedrooms located on the upper level enhance the direct sense of connection with the city beyond, dissolving the boundaries between inside and outside living.

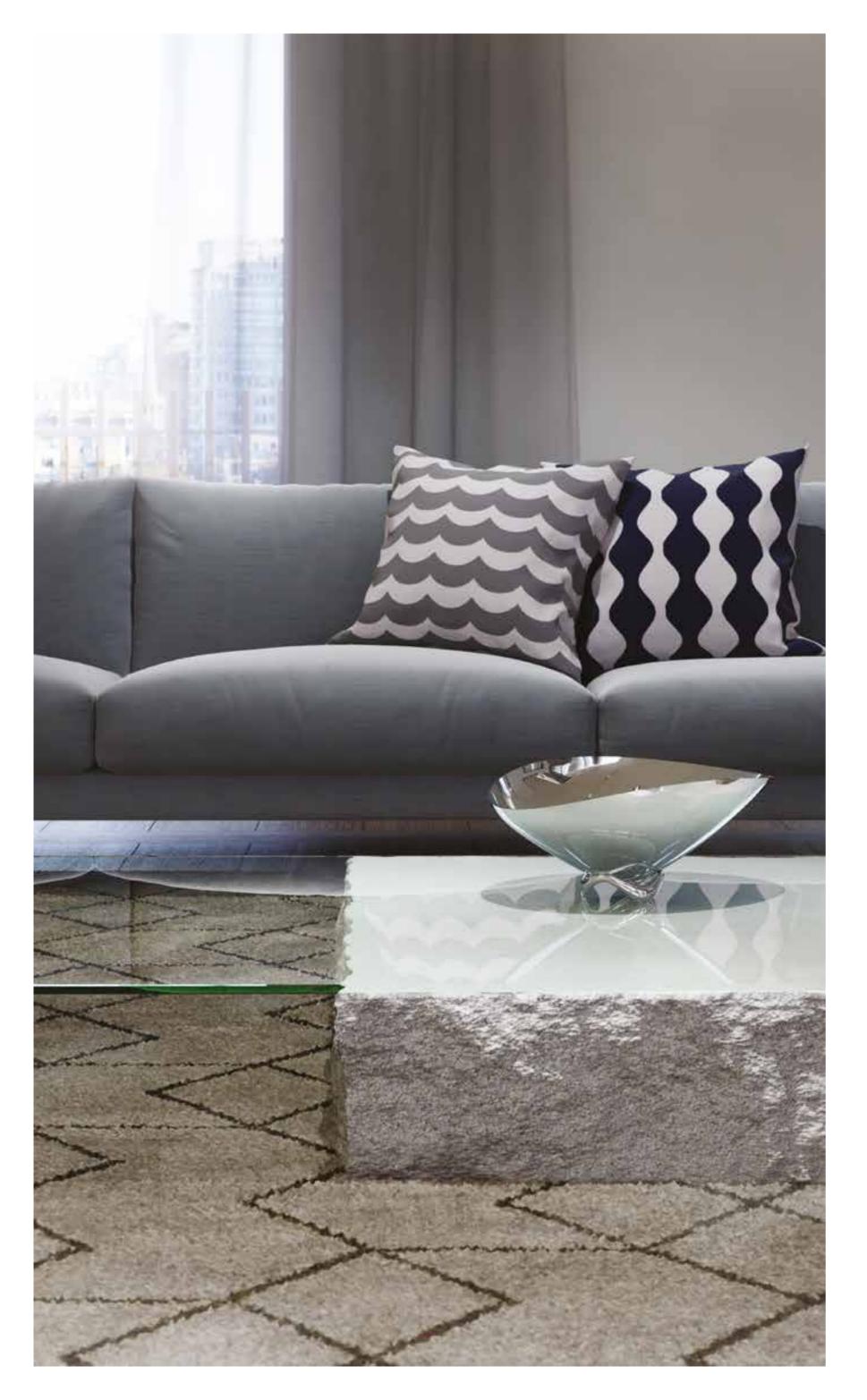
Interiors are sophisticated, elegant and engaging with an emphasis on exquisite finishes, natural textures and fine detailing. The principal living spaces are generous and open, yet subtly delineated by statement features and focal points such as the bespoke fireplace sitting at the heart of the home.

The staircase between the two levels of the duplex apartments is another key element of the overall design, with a combination of marble and soft, sunset brass creating a sculptural impact. At the same time, the plan of the penthouses offers a welcome degree of flexibility.





The living area offers an enticing combination of free-flowing, open plan spaces and a more relaxed seating zone around the fireplace. Floor to ceiling windows to both sides connect with the skyline and an adjoining terrace.

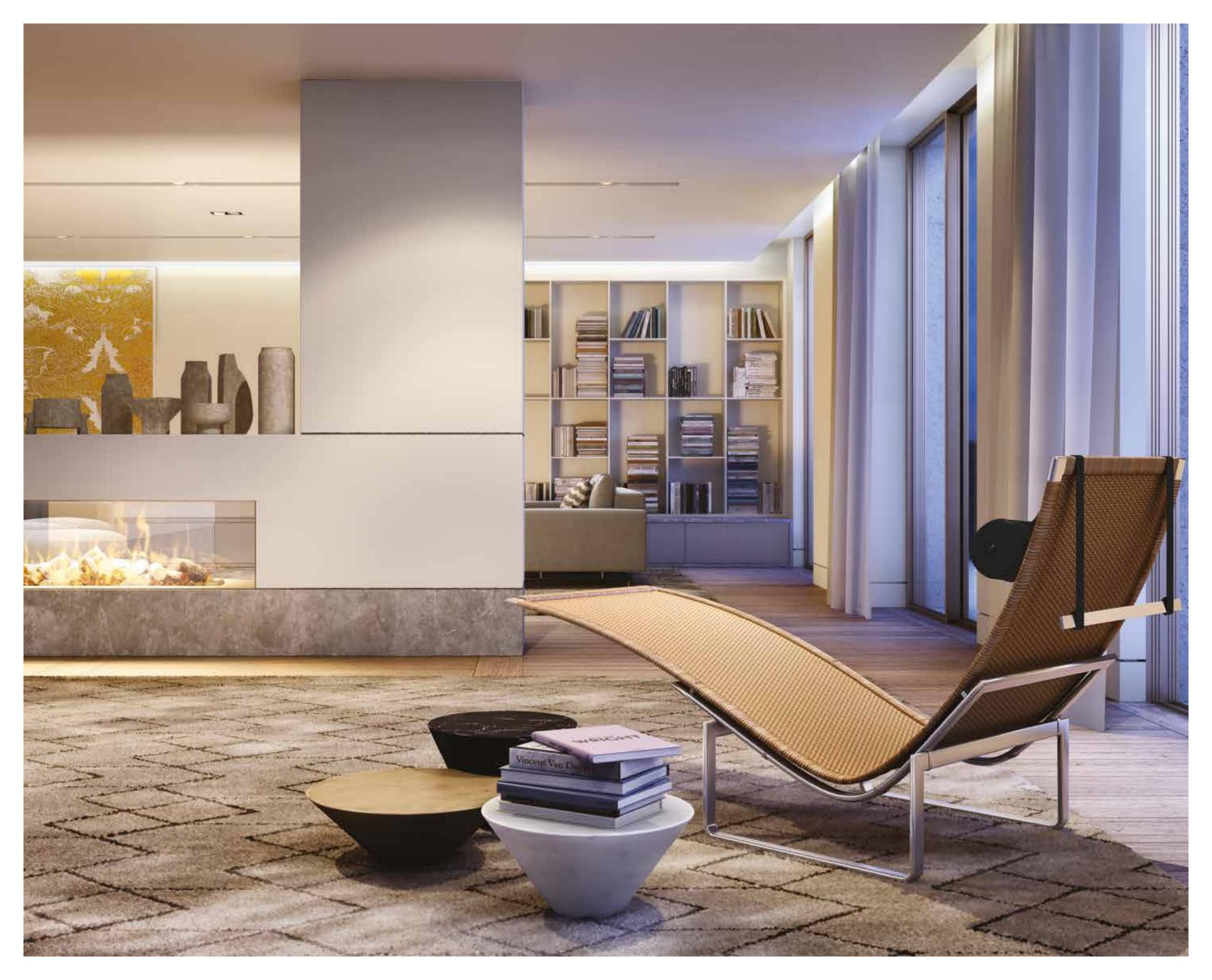


#### WARMTH AND ELEGANCE

Arranged across an entire floor of the penthouse, the living spaces offer a perfect combination of elegance and practicality. The spatial grandeur of the apartment reveals itself as you emerge from an atmospheric private entrance zone and step into the sunlight flowing through from the windows to either side, which also offer eye-catching views of the city beyond.

With a thoughtful balance between open plan living and comfortable retreats, there is a fluid, welcoming informality to the arrangement of seating and dining areas. The terrace alongside only enhances the sense of space and provides opportunities for summer month entertaining.

Materials and finishes throughout have an intrinsic sense of character and warmth, as well as a timeless and authentic appeal. The oak floors contrast with finely honed marble, while recessed lighting offers the ability to shape and mould the atmosphere of each individual space.



#### THE SOUL OF DISCRETION

The fully fitted kitchen is an enticing social space in itself, gently engaging with the dining area alongside. Subtle shifts in floor finish, ceiling heights and lighting help to lightly separate the kitchen and main dining space, yet the relationship between the two remains free and simple.

A crafted marble island offers a secondary dining counter or breakfast bar, while the same luxurious material is echoed in the use of marble flooring, splashbacks and counter tops within the kitchen proper. A discrete galley element to one side holds storage and a range of integrated appliances, while a separate utility room provides comprehensive back kitchen facilities for larger scale entertaining.

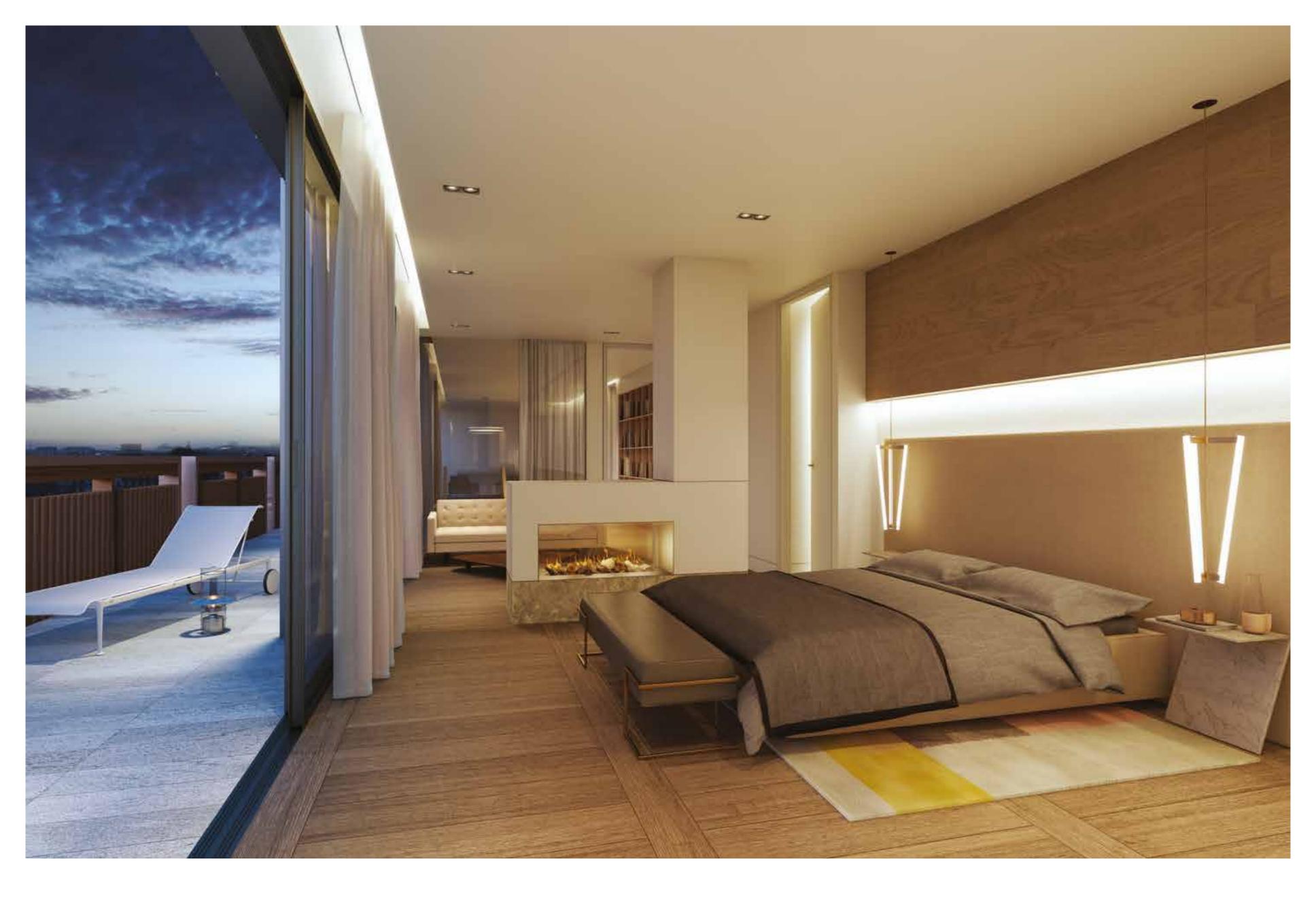
A quiet, sculpted presence within the penthouse, the kitchen is finely detailed but also perfectly functional and can lend itself to anything from a gentle breakfast to evening dinner parties with ease and elegance.





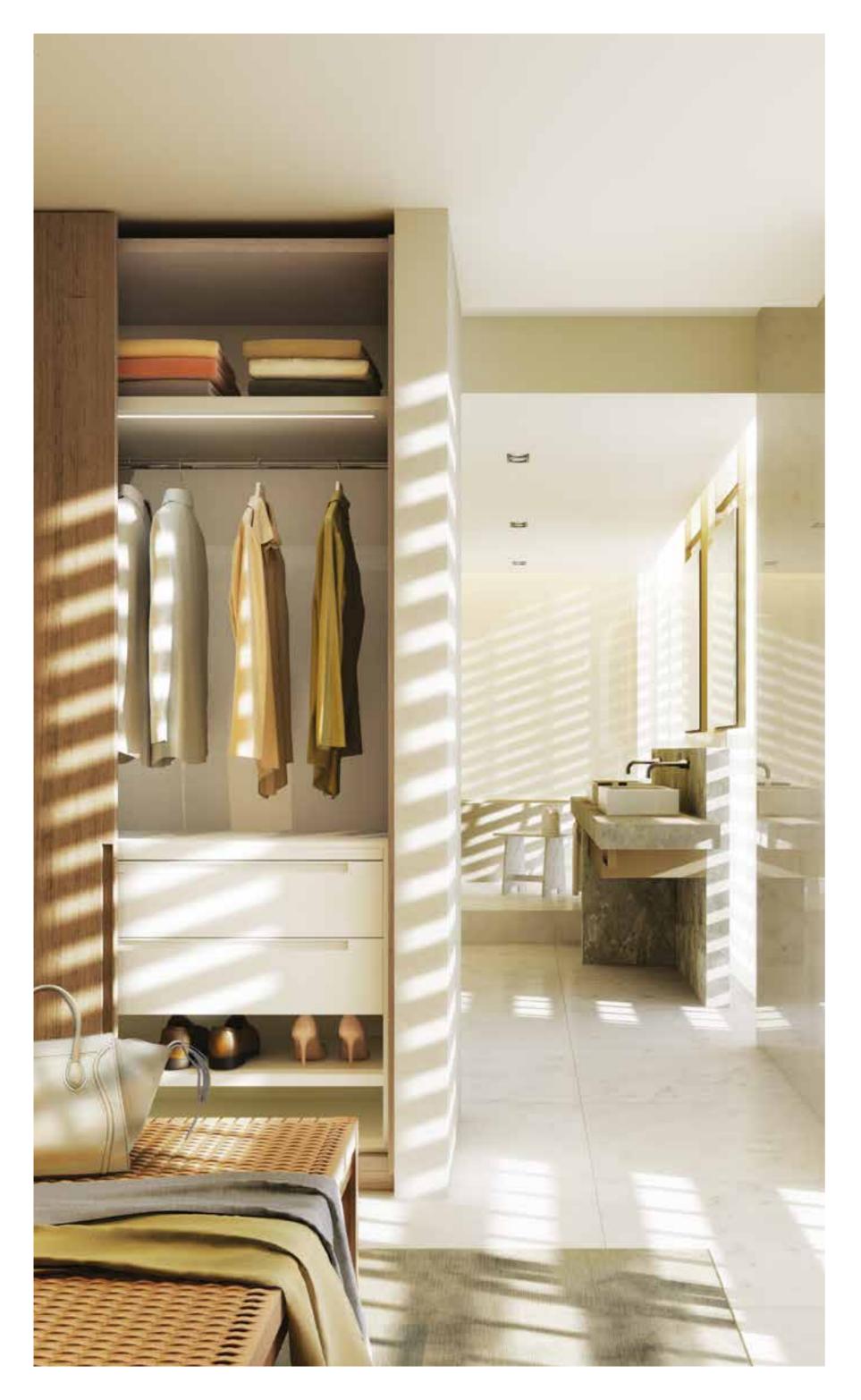
The bespoke kitchen features a sculpted island suitable for breakfast or easy dining. The crisp, fresh design in marble and oak also features an open zone for cooking and preparation, as well as a galley-style element for integrated appliances and storage.

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The luxurious and engaging character of the master bedroom is lifted and enhanced by the integrated fireplace to one side, as well as a direct relationship with the terrace alongside. The bed faces the skyline, offering an extraordinary vista of the city.

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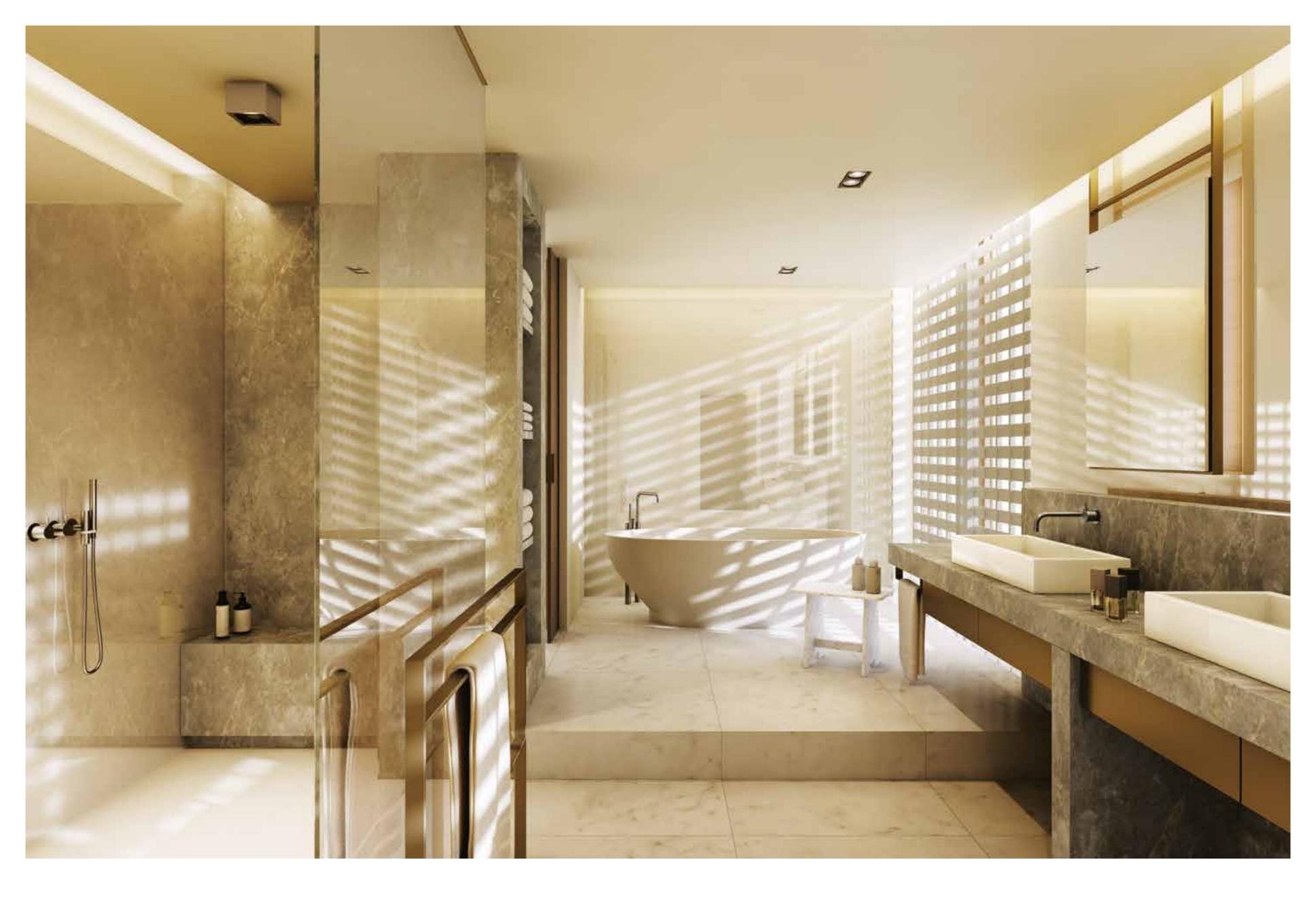


#### SLOW INDULGENCE

The master bathroom continues the theme of sophisticated comfort within a soothing, calm sanctuary that invites you to slow down and indulge. With its use of characterful materials such as marble and honeyed brass, combined with a rich quality of light, this is a space with the welcoming atmosphere of a Mediterranean spa.

Offering a choice of relaxing in a freestanding cocoon bath or stepping into an expansive, welcoming shower – complete with heated marble bench – the bathroom is truly a place to unwind. Latticed timber screens at the windows allow you to shape the ambience at will.

Part of a spacious master suite, which includes a generously proportioned, walk-in dressing room plus a lounge and fireplace alongside the bedroom, the bathing area has the depth of character and scale reminiscent of only the finest hotels.



Warm and welcoming, the master bathroom is a spa-style sanctuary for relaxation and rest.

#### YOUR EXCLUSIVE CLUB

At Fitzroy Place you will always be exceptionally well looked after by our first class team who are at your service 24 hours a day, 365 days a year. Our concierge provides a wide variety of services from simply helping with the shopping to organising housekeeping, booking theatre tickets, arranging courier services and much more.

As a resident you are automatically a Privilege Member of The Fitzroy Club. The Club offers a wide range of facilities including the Club Room where you can relax and unwind beside the stunning fireplace, play a game of pool or backgammon or listen to a record from the house vinyl collection.

A private 20-seat cinema will show a wide range of programmes and feature films chosen by residents.

For a work-out or a spot of pampering, there'll be a state-of-the-art gym and a massage room.

Business needs are catered for with an executive lounge with Wi-Fi. A conference room will also be available to book for private meetings.







The Club Room is an exclusive extension of your home.

The sumptuous surroundings and comfortable sofas make this an ideal setting for a relaxing afternoon or evening.

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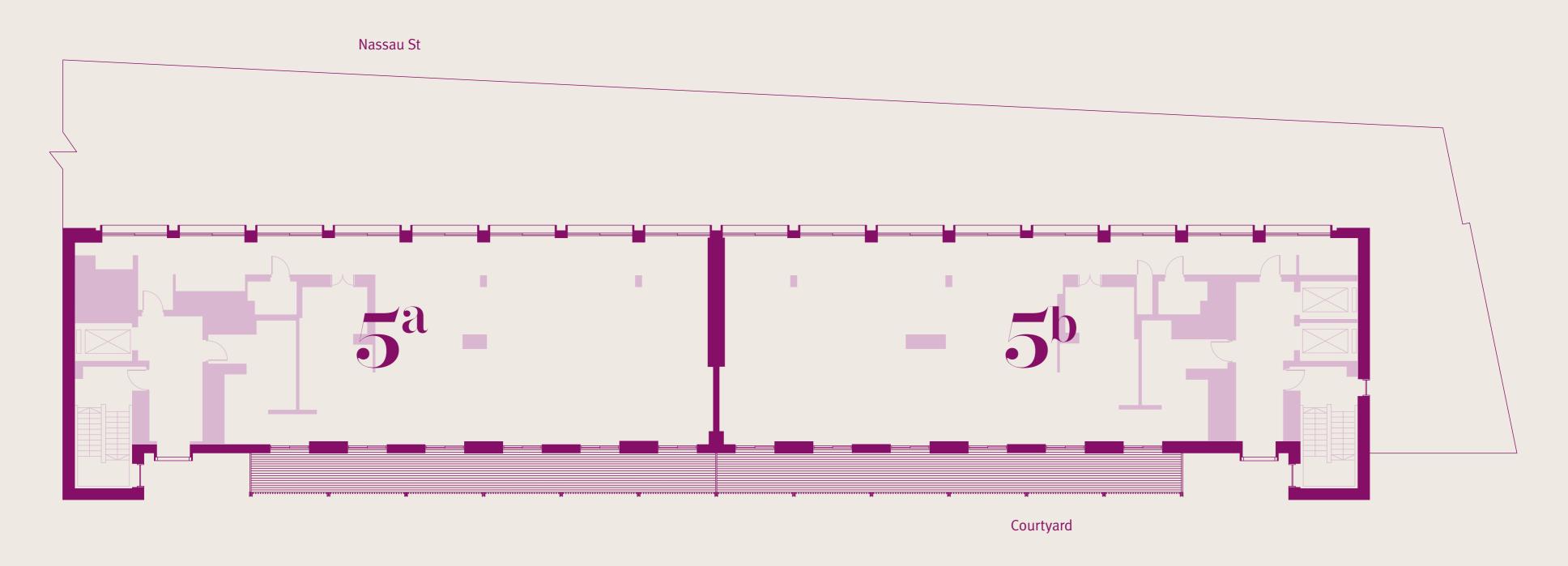
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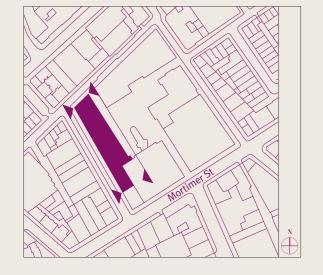
### 5<sup>a</sup>/5<sup>b</sup> PENTHOUSES

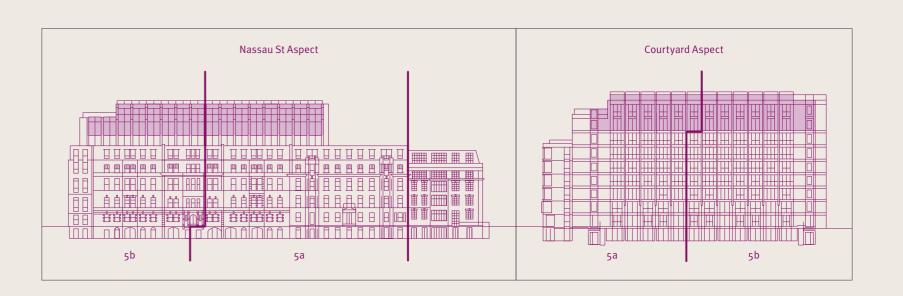
Built in stone and brick, the restored façade revives the block's original Edwardian character. Set back from the façade is a striking new building which overlooks the landscaped square. This new building is also home to two stunning duplex penthouse apartments. MILLE



BLOCK PLAN



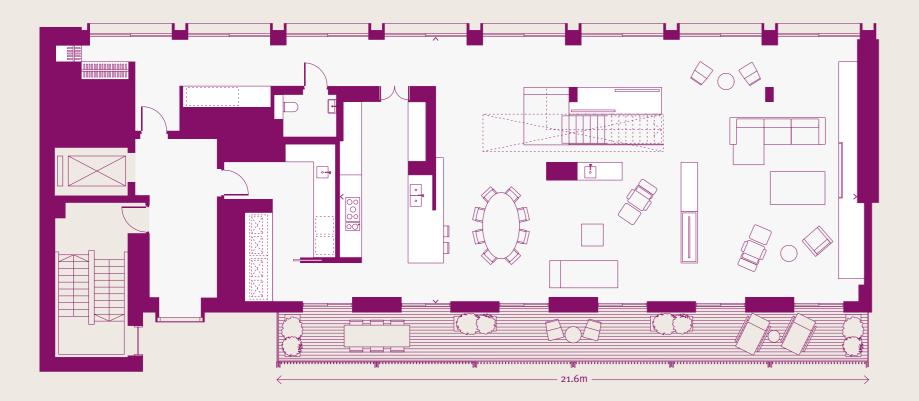


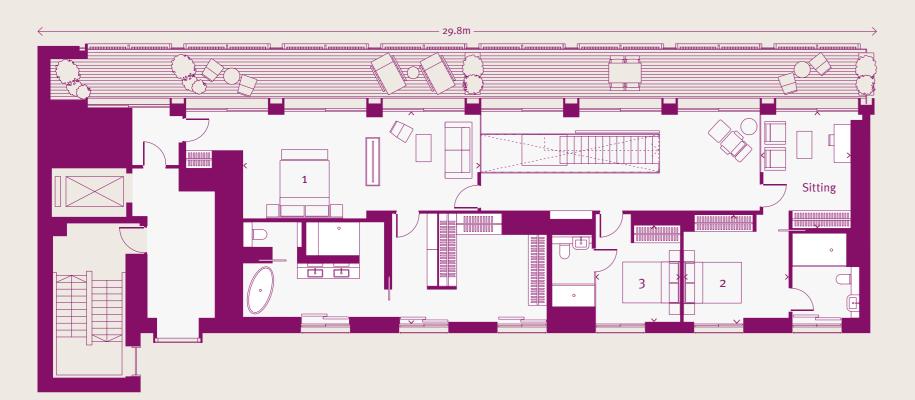


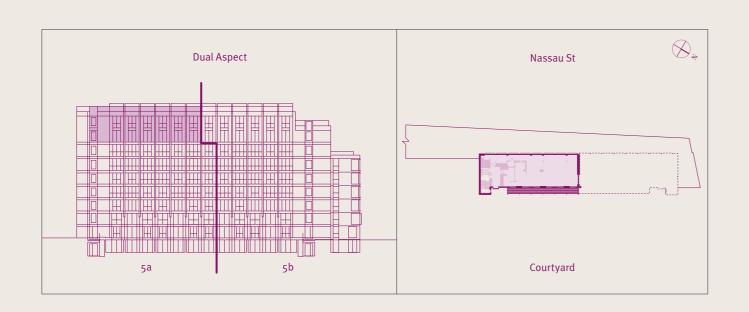


#### FITZROY PLACE









#### SEVENTH FLOOR ENTRY LEVEL

#### EIGHTH FLOOR UPPER LEVEL

#### 5a FITZROY PLACE

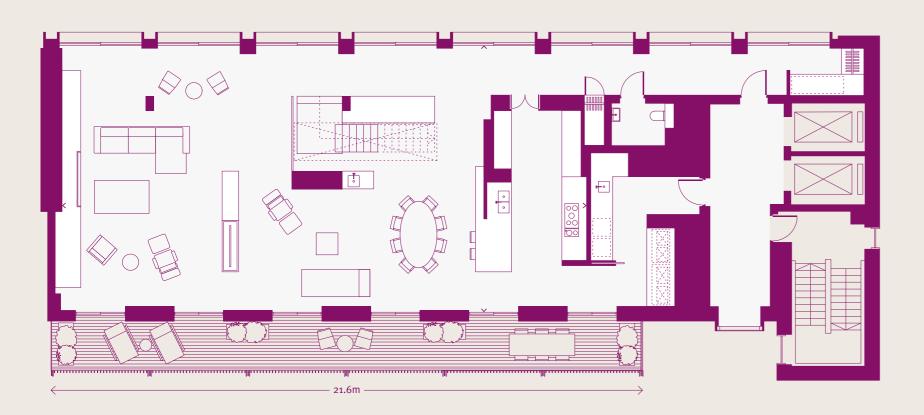
Penthouse	3 Bed
Upper Level Internal Area	184.7sqm / 1988sqft
Entry Level Internal Area	250.1sqm / 2693sqft
Total Internal Area	434.8sqm / 4681sqft
Upper Level External Area	61.8sqm / 665sqft
Entry Level External Area	41.3sqm / 445sqft
Living / Kitchen	19.0 x 9.8m / 62 x 32ft
Bedroom 1	8.7 x 7.8m / 28 x 26ft
Bedroom 2	3.8 x 4.0m / 13 x 13ft
Sitting	3.3 x 4.3m / 11 x 14ft
Bedroom 3	3.1 x 3.5m / 10 x 12ft

Please Note: Indicative plans only. Please refer to a member of the sales team.

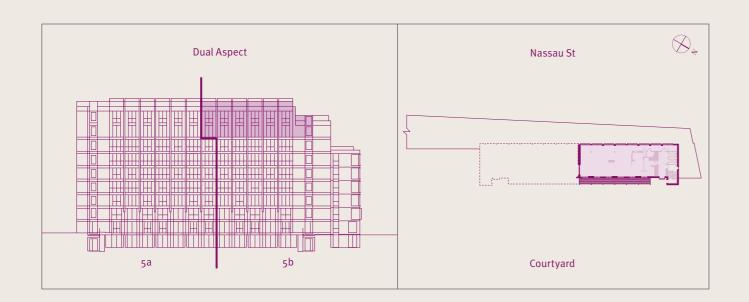


#### FITZROY PLACE









#### SEVENTH FLOOR ENTRY LEVEL

#### EIGHTH FLOOR UPPER LEVEL

#### 5b FITZROY PLACE

Penthouse Upper Level Internal Area 155.osqm / 1671sqft Entry Level Internal Area 249.5sqm / 2688sqft **Total Internal Area** 404.5sqm / 4359sqft Upper Level External Area 45.osqm / 484sqft Entry Level External Area 41.4sqm / 446sqft Living / Kitchen 19.2 x 9.8m / 63 x 32ft Bedroom 1 8.6 x 7.8m / 28 x 26ft Bedroom 2 3.8 x 4.0m / 13 x 13ft Sitting 3.3 x 4.3m / 11 x 14ft Bedroom 3 3.1 x 3.6m / 10 x 12ft

Please Note: Indicative plans only. Please refer to a member of the sales team.

#### YOUR NEW HOME IN DETAIL

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Natural Stone, Acrylic, Natural Timber Veneer

- Bespoke kitchen cabinets finished in a combination of acrylic or lacquer and natural timber veneer.
- Feature stone wall panel with integrated down lighting.
- Stone worktop and splash back in marble or similar with under mounted stainless steel sink and single lever mixer tap (Vola or similar).
- Dedicated utility rooms providing additional storage, utility sink and task space.

Integrated appliances
(all Gaggenau or similar):

— Fridge/freezer with ice making capabilities.

— Wine cooler.

- Multi-function electric oven.
- Separate built-in microwave oven.Separate built-in steam oven.

- 5-burner gas hob.
  2-burner electric induction hob.
  Warming drawer.
  Dishwasher drawers. — Integrated coffee machine with mains
- water supply.

- Instant hot water tap.
  Extractor fan with integrated lighting.
  Compartmentalised waste storage.
  Separate washer and dryer situated within utility room.







Natural Stone (left and right)

#### **Bathrooms**

- Surface mounted, white glazed ceramic basins.
- Bespoke wall mounted fully mirrored cabinet with integrated lighting, shaver socket and demist feature.
- White vitrified enamel wall mounted WC with soft close seat and dual push button flush.
- Walls finished in panels of full height large format natural stone tiles and
- back painted glass.

   Large format honed finish natural stone tiles to floors.
- Free-standing bath to master bathroom. — Walk-in shower with natural stone tiles
- to floor with linear slot drain detail.
- Thermostatically controlled shower.
- Frameless glazed shower screens.
  High quality satin stainless steel finish brassware (Vola or similar).
- Electric heated wall for towel and
- bathrobe warming. — Brushed brass finish rail for towel
- and bathrobe.

   Underfloor heating.

   Nightlight facility.

#### Penthouse features

- Guest WC and cloak cupboard to entrance lobby or hall.
- Gas fireplace to principal living rooms and master bedroom.
- Bespoke AV joinery unit to principal living rooms.
- Feature wall finishes to key spaces such as entrance lobby and hall, master bedroom and living rooms as well as providing opportunity for 'art walls'.
- Bespoke feature staircase.
- Dedicated external terrace and balcony areas supplied with architectural lighting and provision of power and water.

#### Floors

- High quality engineered timber floor finish to all rooms, except entrance lobby, kitchen and bathrooms.
- Natural stone tiles to entrance lobby areas and lift lobby entry to landlord demise.
- High quality engineered timber floor finish to all bedrooms.

#### Doors

- Full height entrance door to be veneered hardwood solid core with hardwood frames and high quality door furniture, including cylinder night latch and spy hole.
- Timber veneered and/or painted factory finish full height internal doors and frames with high quality lever handles.
- Painted factory finish full height sliding or pocket doors with painted softwood frames and bespoke flush pull handles.

#### Wardrobes

- Dressing room to master bedrooms.
- Wardrobes will have bespoke timber veneered doors and timber lined internal finish.
- Internal fittings to provide various storage opportunities and to include high level shelf, hanging rails for full length and shirt length hanging, shoe and tie rack storage and adjustable shelving units.
- Wardrobes to second and third bedrooms to be in a combination of timber veneered and lacquer finish.
- All fitted with internal lighting.

#### Heating and cooling

- The building is served by the wider development's district heating network, providing metered, environmentally responsible heating and hot water to all apartments.
- Underfloor heating throughout.
- Comfort cooling provided by fan coil units to reception rooms and bedrooms in all apartments.

#### Electrical

- 5 amp and 13 amp circuits. Floor boxes provided in large living rooms.
- Lighting switch plates and socket outlets finished in satin stainless steel or similar high quality finish as appropriate.

#### Lighting

- Lighting will generally comprise low voltage LED luminaries throughout.
- Programmable Lutron mood lighting providing dimming and scene-set function throughout.
- Feature ceiling trough detail with concealed lighting in selected locations.
- Provision for table and floor lamps to be connected to a 5 amp supply in reception rooms and bedrooms.
- rooms and bedrooms.

   Provision for feature pendant lighting over principal living room areas.

#### AV, telephone and data systems

- Fitzroy Place will be served by a network providing a high speed and reliable internet connection.\*
- Television (terrestrial and Sky HD) points to reception rooms and all bedrooms.
- Telephone and data points to all reception rooms and bedrooms.
- Fully terminated cabling backbone provided to enable the installation of a wide range of audiovisual and integrated control solutions.
- In-wall touch screen control panel for central lighting, comfort cooling, video entry and concierge intercom.
- Pre-wired for multi room audio allowing for connection of speakers into backbone wiring for future AV systems. Discrete flush-mounted speakers fitted as standard in principal rooms.
- FM and DAB aerial connections.
- Windows pre-wired with power and control cabling to allow for range of motorised blind and curtain options. To living spaces and principal bedrooms.
- 'All Off' lighting functionality providing 'last man' switch control.

\*Connection to the developments fibre network to be arranged by the purchasers via a service provider in the normal manner.

#### Floor to ceiling heights

- Entrance halls: 2.4m.
- Reception room: 2.6m rising to 2.7m in coffers.
- Bedrooms: 2.6m.
- Bathrooms and kitchens: 2.4m.

Note: The above figures are approximate and relate to the general height within each room.

#### Balconies and Juliette balconies

- All balconies accessed via opening or sliding glazed doors.
- Granite or similar floor finish with level threshold.
- Frameless structural glass balustrade or bespoke powder coated metal fins with stainless steel or timber handrail.

#### Security

- Security fob access control to all building entrances and car park.
- Video entry phone to all apartments with direct link to concierge.
- Mains supply smoke or heat detectors and sprinkler fire detection system.
- CCTV surveillance to all public areas.
- Apartments pre-wired for installation of intruder alarm system.

#### Residents' amenities

The residents at Fitzroy Place will benefit from a full range of lifestyle services and amenities including:

- Five star 24/7 concierge service.
- Residents' lounge and Club Room.
- Private dining room/meeting room and kitchen.
- Fully equipped gym.
- 20-seat private cinema.

#### Lifts

 Two passenger lifts serve each core and entry levels.

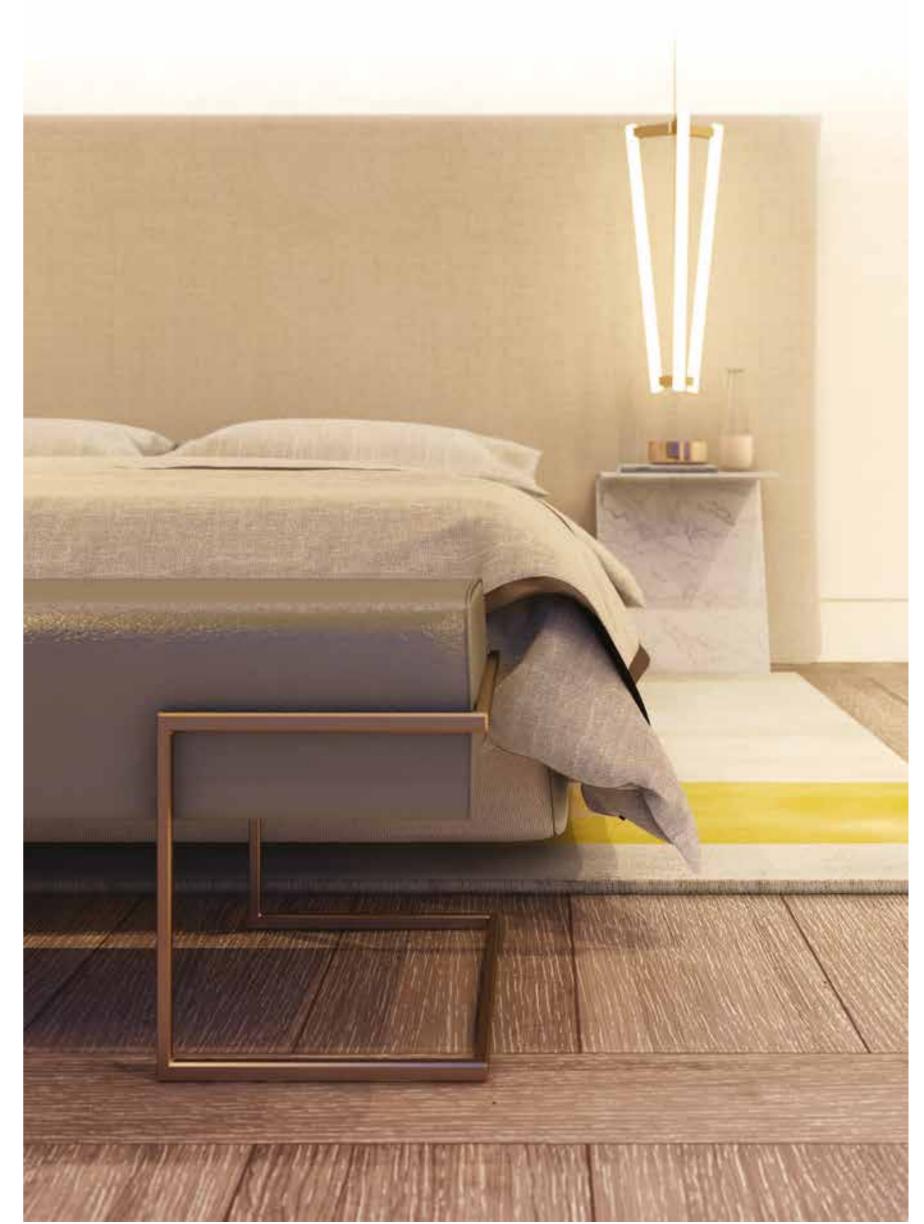
#### Car parking and storage

- Car parking and self-contained storage accommodation available for purchase by separate negotiation.
- Secure cycle storage.
- Wash down facility.
- $\boldsymbol{-}$  Charging points for electric vehicles.

#### General

- All apartments benefit from a 10-year NHBC warranty.
- Each apartment will be sold on a 990-year lease.
- A service charge will be payable to cover the costs of estate and building management, building maintenance and insurance.
- Residents' intranet.





#### PARTNERS IN QUALITY

Fitzroy Place is being developed by multi award-winning developers Exemplar, with the financial backing of Aviva Investors, the global asset management business of Aviva plc.

A compelling partnership of proven development expertise and one of Europe's largest real estate investment managers.

#### EXEMPLAR

Exemplar is well-recognised as one of London's leading property developers, responsible for more than four million square feet of projects over the past eight years. Exemplar's goal is to deliver developments that are finely crafted, where proportion and the use of authentic materials are constant, and where considered thought and quality of finish shine through from inception to completion.

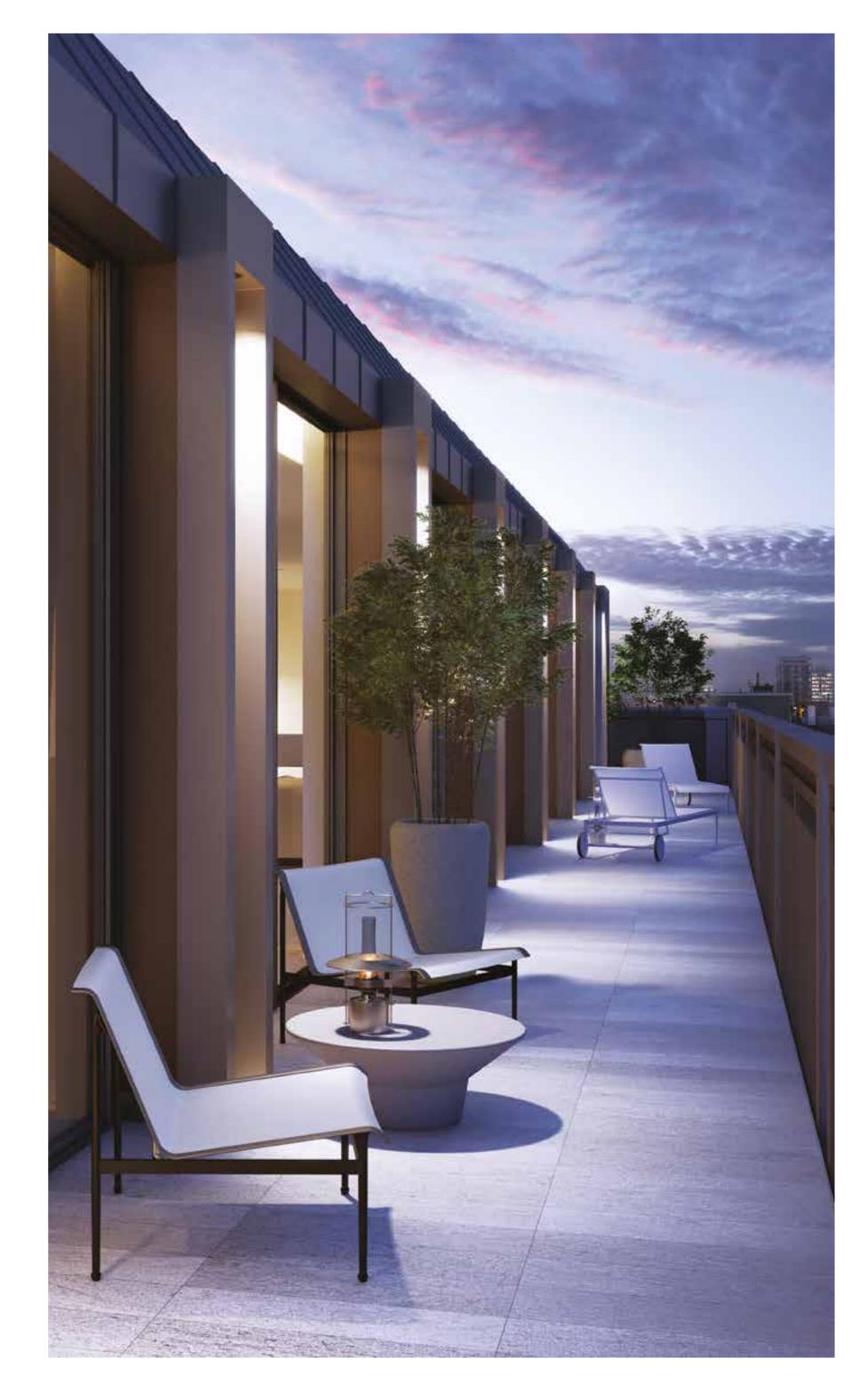
exemplar.co.uk

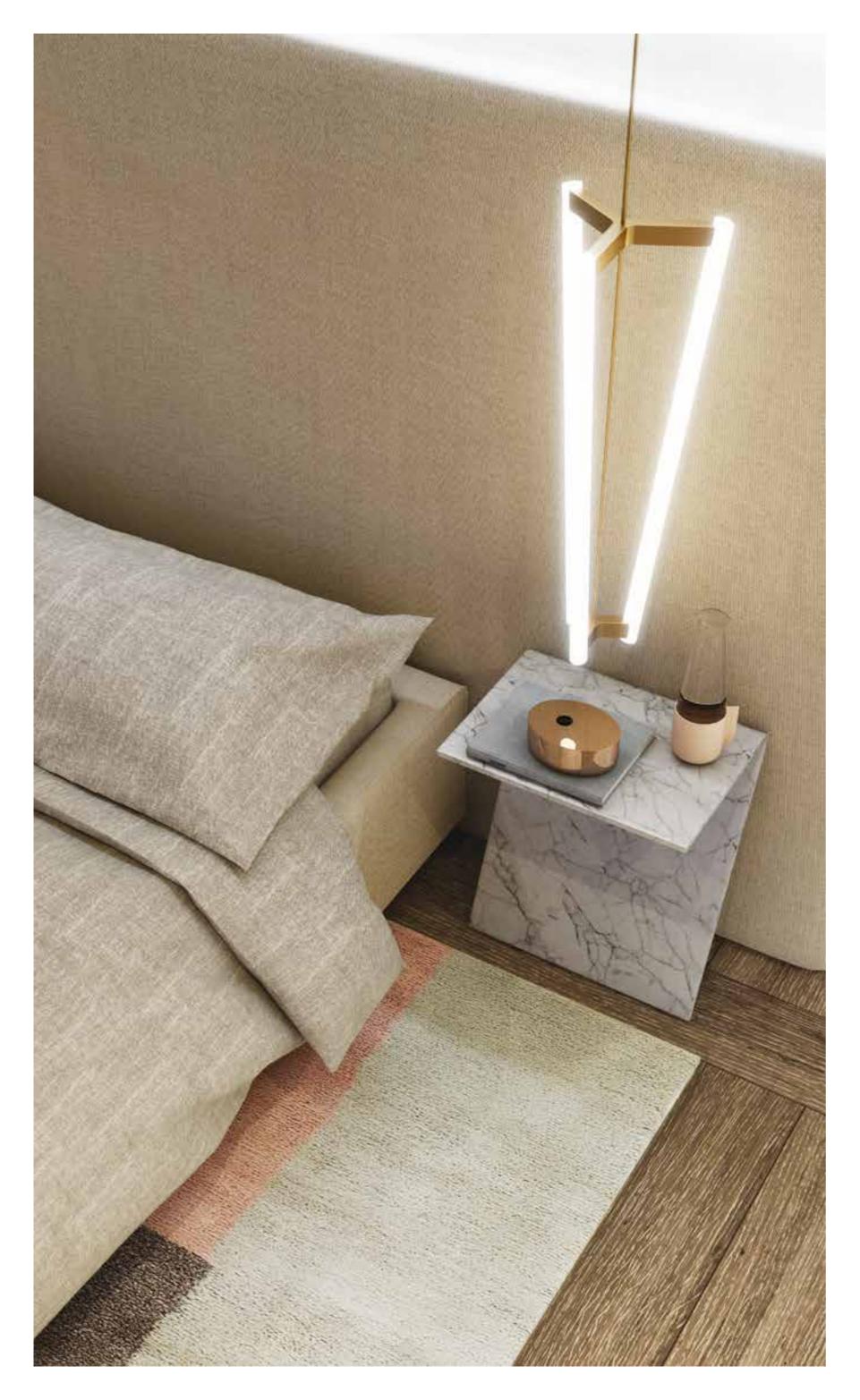
#### AVIVA INVESTORS

Aviva Investors is the global asset management business of Aviva plc, the UK's largest insurer and one of Europe's leading providers of life and general insurance. Aviva Investors operates in 17 countries with total assets under management of over £274 billion (at 31 December 2012). Aviva Investors are active investors/developers within the central London market. As long-term owners and developers of real estate, Aviva Investors has an established track record in award-winning and best-in-class real estate projects.

avivainvestors.com







### FITZROY PLACE PREDICTED ENERGY ASSESSMENTS

These are Predicted Energy Assessments for properties which are not yet complete. They include predicted energy ratings which might not represent the final energy ratings of the properties on completion. Once the properties are completed, Energy Performance Certificates will be supplied providing information about the energy performance of each completed property. Energy performances have been assessed using the SAP 2009 methodology and are rated in terms of the energy use per square metre of floor area, energy efficiency based on fuel costs and environmental impact based on carbon dioxide/CO2 emissions.

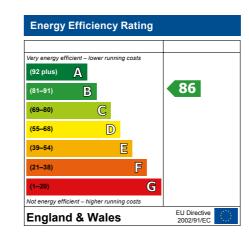
#### ENERGY EFFICIENCY RATING

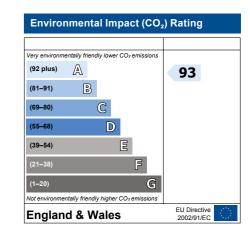
The energy efficiency rating is a measure of the overall efficiency of a home. The higher the rating, the more energy efficient the home is and the lower the fuel bills are likely to be.

#### ENVIRONMENTAL IMPACT/CO2 RATING

The environmental impact rating is a measure of a home's impact on the environment in terms of carbon dioxide/CO<sub>2</sub> emissions. The higher the rating, the less impact it has on the environment.

#### TYPICAL PENTHOUSE





#### **IMPORTANT NOTICE**

Savills and CBRE, their clients and any joint agents give notice that:

- 1. They are not authorised to make or give any representations or warranties in relation to the property either here or elsewhere, either on their own behalf or on behalf of their client or otherwise. They assume no responsibility for any statement that may be made in these particulars. These particulars do not form part of any offer or contract and must not be relied upon as statements or representations of fact.
- 2. Any areas, measurements or distances are approximate. The text, images and plans are for guidance only and are not necessarily comprehensive. It should not be assumed that the property has all necessary planning, building regulation or other consents and Savills and CBRE have not tested any services, equipment or facilities. Purchasers must satisfy themselves by inspection or otherwise.
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For further information please contact:

Fitzroy Place Marketing Suite 19/21 Mortimer Street London W1T 3JE

T +44 (0)20 7323 1077 E enquiries@fitzroyplace.com fitzroyplace.com









