

A woman with long, wavy hair, wearing a vibrant red, draped dress and a black choker necklace, stands in a classic London setting. She is positioned in front of a large, ornate street lamp and the iconic Big Ben clock tower. The background features the Gothic architecture of Westminster Abbey. The entire image is overlaid with a semi-transparent purple filter. The text 'B' is centered over the woman's chest, and 'THE BROADWAY' and 'WESTMINSTER' are positioned below it.

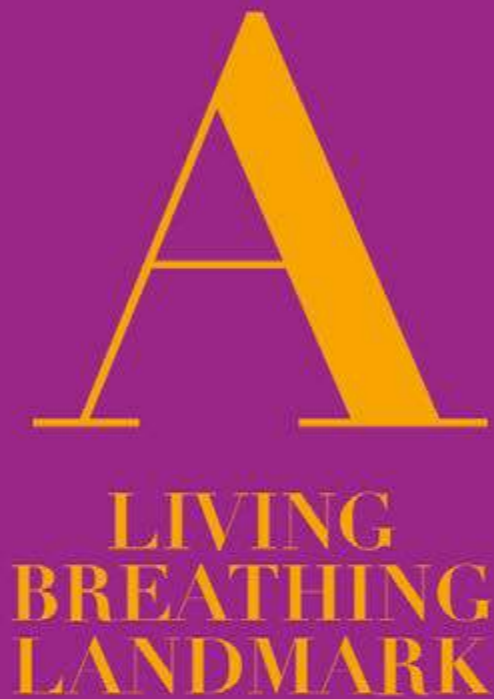
B

THE BROADWAY

WESTMINSTER

# SS WW 1

DAZZLING DESTINATION



Introducing *a vibrant new quarter in the heart of Westminster*. A destination for living, lazing and laughing; for shopping and working, for entertaining and dining; *for panoramas of a great, great capital*. The Broadway: bright, light-filled apartments in a brand new district with an enviable address.









“THERE’S  
NOWHERE  
ELSE  
LIKE LONDON.  
NOTHING  
AT ALL,  
ANYWHERE!”

Vivienne Westwood  
*Fashion Designer*



W  
H  
O

Conceived by Northacre  
and Abu Dhabi Financial Group,  
The Broadway embodies all the  
hallmarks of a world-class development  
in the heart of London, SW1.

For over 25 years, Northacre has  
defined itself by taking on *exceptional  
buildings* and transforming them into  
treasured addresses. Their design-led  
developments use the *finest quality,  
craftsmanship and architectural style*.  
Behind every project is a story of true  
English heritage in some of the most  
sought-after locations in London, *where  
architecturally significant buildings meet  
state-of-the-art interiors to create new  
residential landmarks*.



THE BROMPTONS  
Chelsea, London SW3



THE PHILLIMORES  
Kensington, London W8



KINGS CHELSEA  
Chelsea, London SW10



THE LANCASTERS  
Hyde Park, London W2

NORTHACRE  ADFG  
LONDON

Northacre's portfolio includes some of the capital's most iconic residential developments. From Hyde Park's The Lancasters, with its 15 magnificent stucco-fronted, mid-19th Century Grade II listed houses, to the pioneering neo-gothic The Bromptons in Chelsea, which was awarded a Restoration and Conservation Award by the Royal Borough of Kensington and Chelsea.



# 25 YEARS OF UNRIVALLED DEVELOPMENTS



**The Bromptons, SW3**  
(2000)

Restoration of a neo-gothic building, the former NHS hospital, creating 74 family sized apartments.

**Kings Chelsea, SW10**  
(2004)

The revival of the former Grade II listed King's College facility, creating 267 apartments and 22 houses.



**Park Street, W1**  
(2007)

Revival of two early 20th century Grade II listed Mayfair mansions, an office to residential conversion, creating six magnificent apartments.

**Vicarage Gate House, W8**  
(2016)

An intimate and exquisite collection of 13 residences in a completely new building in the heart of the Cherry Tree Conservation Area of Kensington.



**The Broadway, SW1**  
(2021)

Set to deliver six beautiful new buildings set around a new streetscape, the previous New Scotland Yard site has been designed to combine contemporary with classic design as a salute to the historic landmarks which surround it.



**Earls Terrace, W8**  
(1999)

The restoration of a row of beautiful Georgian houses, creating 23 exquisite family homes.



**The Lancasters, W2**  
(2011)

Revival scheme, creating 77 stunning lateral and duplex apartments with magnificent landscaped gardens.



**No.1 Palace Street, SW1**  
(2020)

Restoration of a spectacular Grade II listed building opposite Buckingham Palace, with five distinct architectural styles creating 72 unique apartments.

**Observatory Gardens, W8**  
(1995)

Revival of an entire Victorian terrace, creating 69 purpose-built apartments.



**The Phillimores, W8**  
(2005)

Refurbishment of the former Queen Elizabeth College of King's College, London, to create 66 apartments with landscaped gardens.

**Lucan Place, SW3**  
(2021)

A former Metropolitan Police Station located between Sloane Square and South Kensington.





# THE ARCHITECTS



BULGARI HOTEL, London\*  
London SW7

From the Bulgari Hotel, London to the UNISON Headquarters, from Dubai to Shanghai, Squire & Partners is a prominent global creative force and the chosen architects behind The Broadway.

With a wealth of experience that has been honed over the last three decades, this leading London-based architectural practice has shaped its reputation and pedigree in developments around the world. From residential projects and hotels, to art galleries and academic institutions, their reputation for bespoke styles and enhancing the value of exclusive locations continues to beat loud and true.

\*Project by Antonio Citterio Patricia Viel and Partners



No.1 PALACE STREET  
London SW1

Conceived by Squire & Partners, No.1 Palace Street is a Grade II listed, 72 apartment restoration. Another spectacular development from Northacre, the scheme will be remodelled in Italian and French Renaissance, Beaux Arts and Queen Anne styles. Currently for sale, it is set to complete in 2020.



# W H E R E

Lying at the heart of one of London's most iconic districts, *The Broadway is surrounded by the grandeur and history of Westminster.* Steeped in centuries of history and heritage, some of the finest British institutions, palaces and parks are no more than a few minutes walk away, including The Houses of Parliament, the changing of the guard at Buckingham Palace, Hyde Park, Green Park and St James's Park. The Broadway gives you that rare opportunity *to live and breathe the best London has to offer.*





Elizabeth Tower from Westminster Bridge, with its Clock and great bell, better known as Big Ben.



# HEARTLAND LONDON

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.

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. The Underground stations of Westminster and St James's Park are close, along with the heart of London's travel network, Victoria Station.





# ON YOUR DOORSTEP

In the heart of one of the most historic and famous areas in London, you are only minutes away from all of the capital's global cultural destinations.

**KEY WALKING TIMES:**  
(Distance in minutes)

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





Victoria Tower, The Palace of Westminster  
and the statue of King George V.

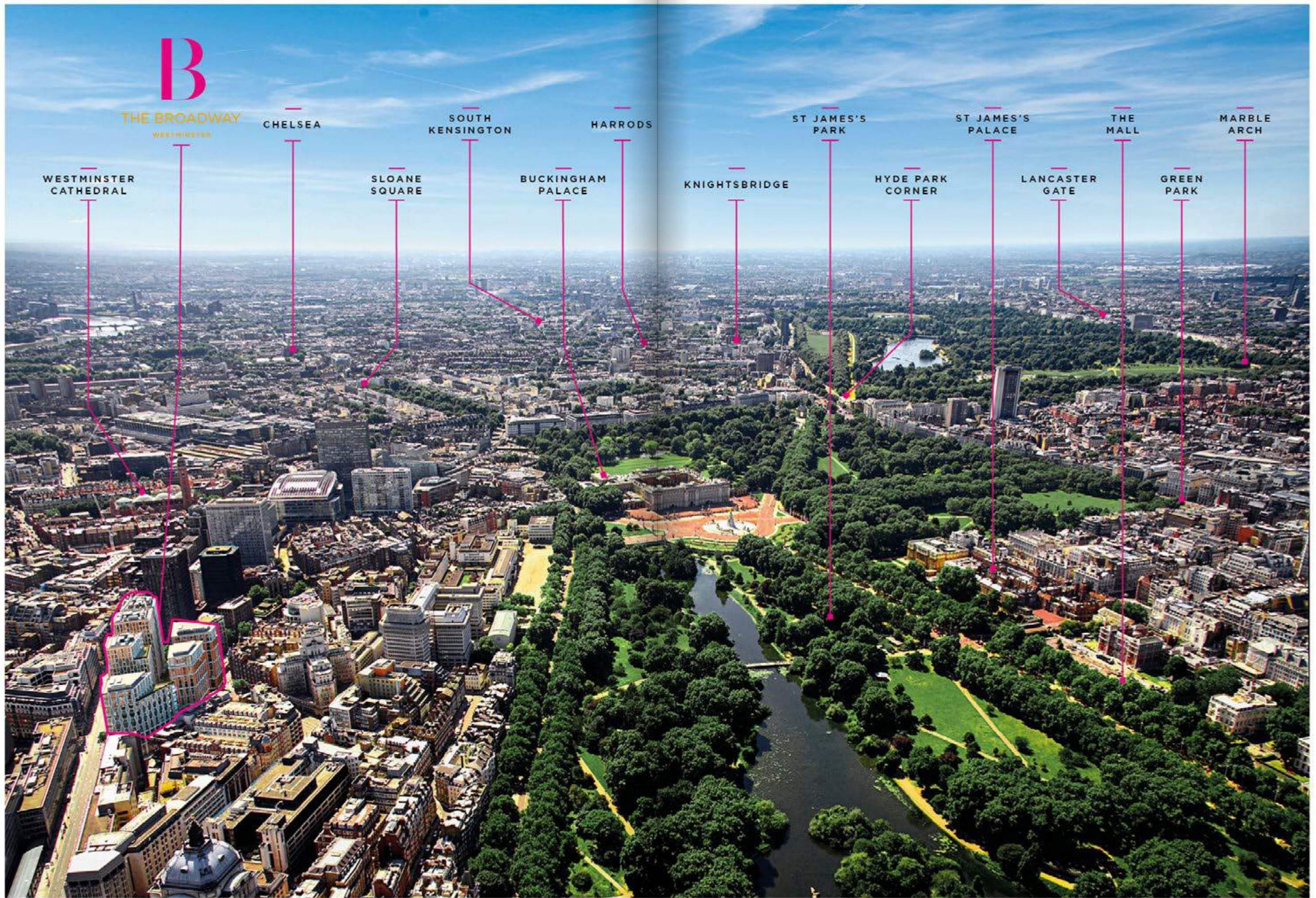


The Broadway truly is the perfect place to embrace and enjoy all that this great city has to offer — its shops and restaurants, its parks and clubs, its history, music, art and dance.

Some of the capital's leading schools and universities are also close by or within easy reach via the Underground stations that encircle The Broadway.

Just over the bridge to the east from The Broadway is the cultural diversity of The South Bank, with the international music of Queen Elizabeth Hall, the exhibitions of the Hayward Gallery and dramatic variety of The National Theatre. Walking west, residents enter the elegant stucco world of Belgravia that bounds the great retail streets of Knightsbridge.





B

THE BROADWAY  
WESTMINSTER

CHELSEA

SOUTH  
KENSINGTON

HARRODS

ST JAMES'S  
PARK

ST JAMES'S  
PALACE

THE  
MALL

MARBLE  
ARCH

WESTMINSTER  
CATHEDRAL

SLOANE  
SQUARE

BUCKINGHAM  
PALACE

KNIGHTSBRIDGE

HYDE PARK  
CORNER

LANCASTER  
GATE

GREEN  
PARK





Westminster Abbey and The Westminster Column just yards from The Broadway.



# WHAT AT

**T**he Broadway is a new benchmark for Westminster in both *the ambition of its design and the sheer excellence of its apartments*. The new street at the heart of the quarter, which is made up of *six distinctive towers*, introduces a vibrant new thoroughfare to the neighbourhood.

Bustling with restaurants and a *curated collection of retail and office spaces*, this vibrant street leads to a *colourful new public square, with cafés and art, music and markets*. The Broadway is a new quarter for London with bright and brilliant homes for bright and brilliant people.





An aerial view of The Broadway at dusk. (CGI).





### Reflecting façades

To complement the individual designs of the façades, the towers have been named after three of the world's most revered diamonds. Arranged in pairs overlooking the stunning new streetscape, The Sancy, The Paragon and The Cullinan will sit opposite to one another in the Broadway East and Broadway West.



**THE PARAGON**  
Drawing its name from the largest flawless diamond in the world, the Paragon is an exceptional stone from Brazil with strong ties to London's Mayfair district.



**THE SANCY**  
Titled after a diamond with an especially regal history, the Sancy has been around for hundreds of years. It has passed through many a royal and aristocratic hand from Charles I to William Waldorf Astor and is now in The Louvre.



**THE CULLINAN**  
Discovered in 1905, the Cullinan is the largest gem quality diamond ever found, famously making up many of Britain's most well-known Crown Jewels.



Overlooking The Sancy buildings and central streetscape. (CGI).



Exceptional views  
towards the east  
and north from  
The Broadway

MAYFAIR

ST JAMES'S PARK

ST JAMES'S PALACE

BT TOWER

PICCADILLY  
CIRCUS

TRAFALGAR SQUARE

HORSE GUARDS  
PARADE

DOWNING  
STREET

THE SOUTH BANK

ST PAUL'S  
CATHEDRAL

LONDON EYE

PARLIAMENT  
SQUARE

BIG BEN

WESTMINSTER  
ABBEY

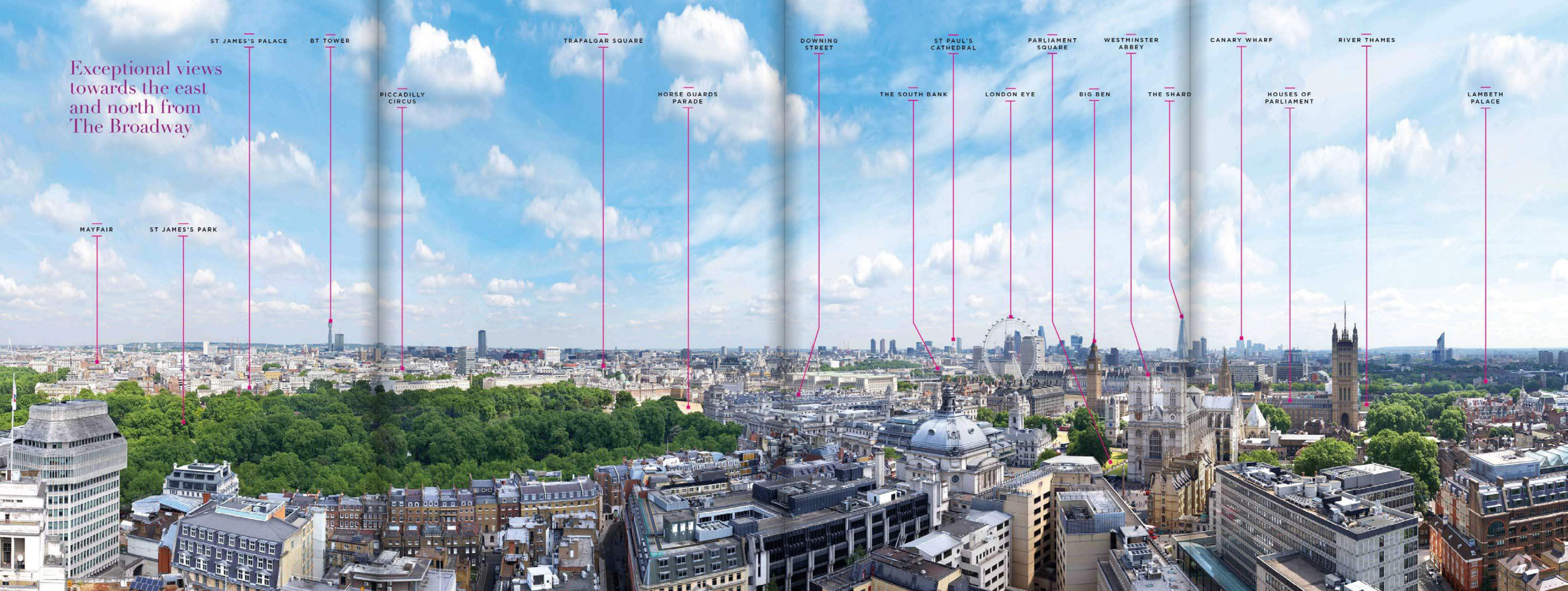
THE SHARD

CANARY WHARF

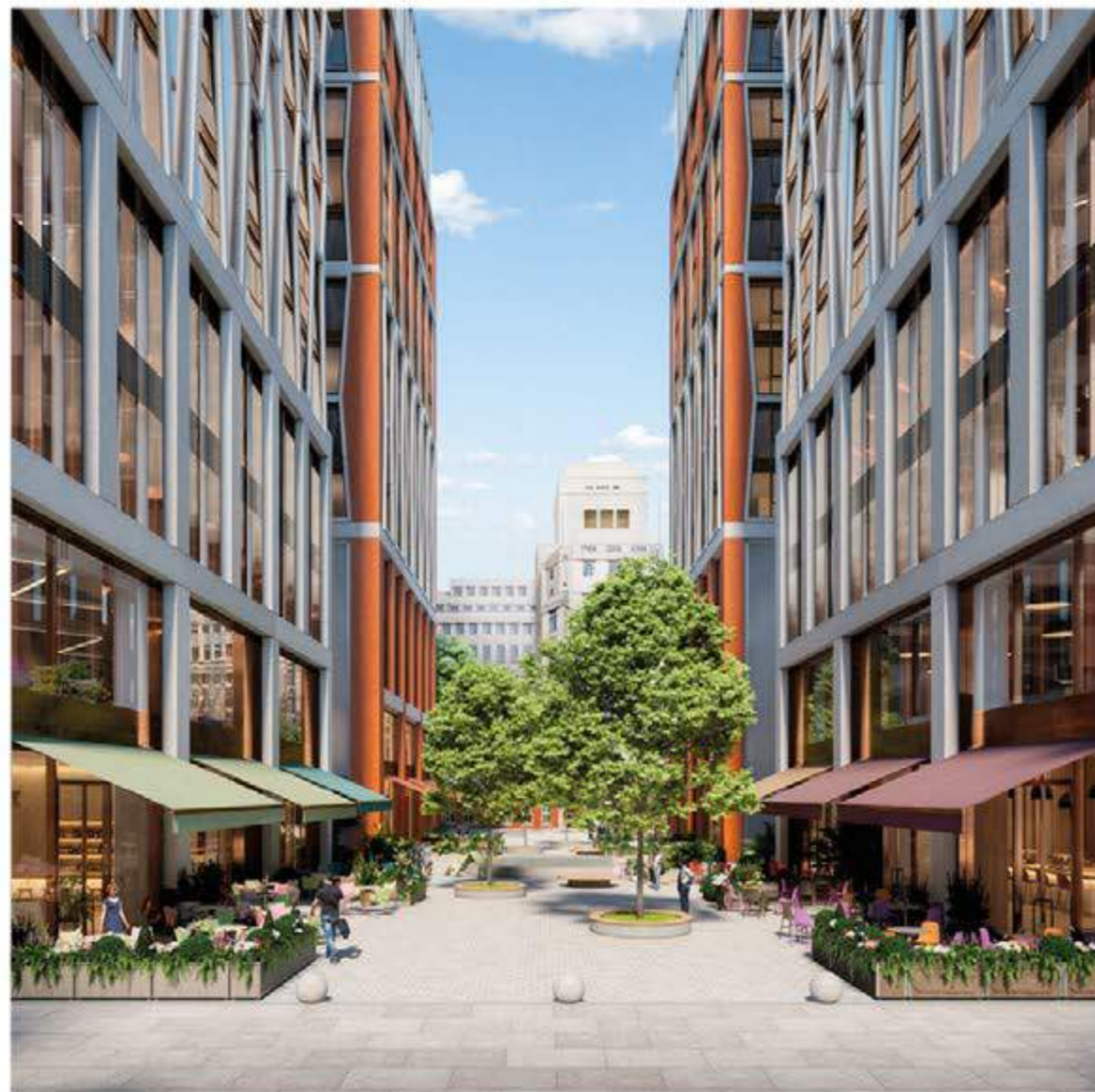
HOUSES OF  
PARLIAMENT

RIVER THAMES

LAMBETH  
PALACE



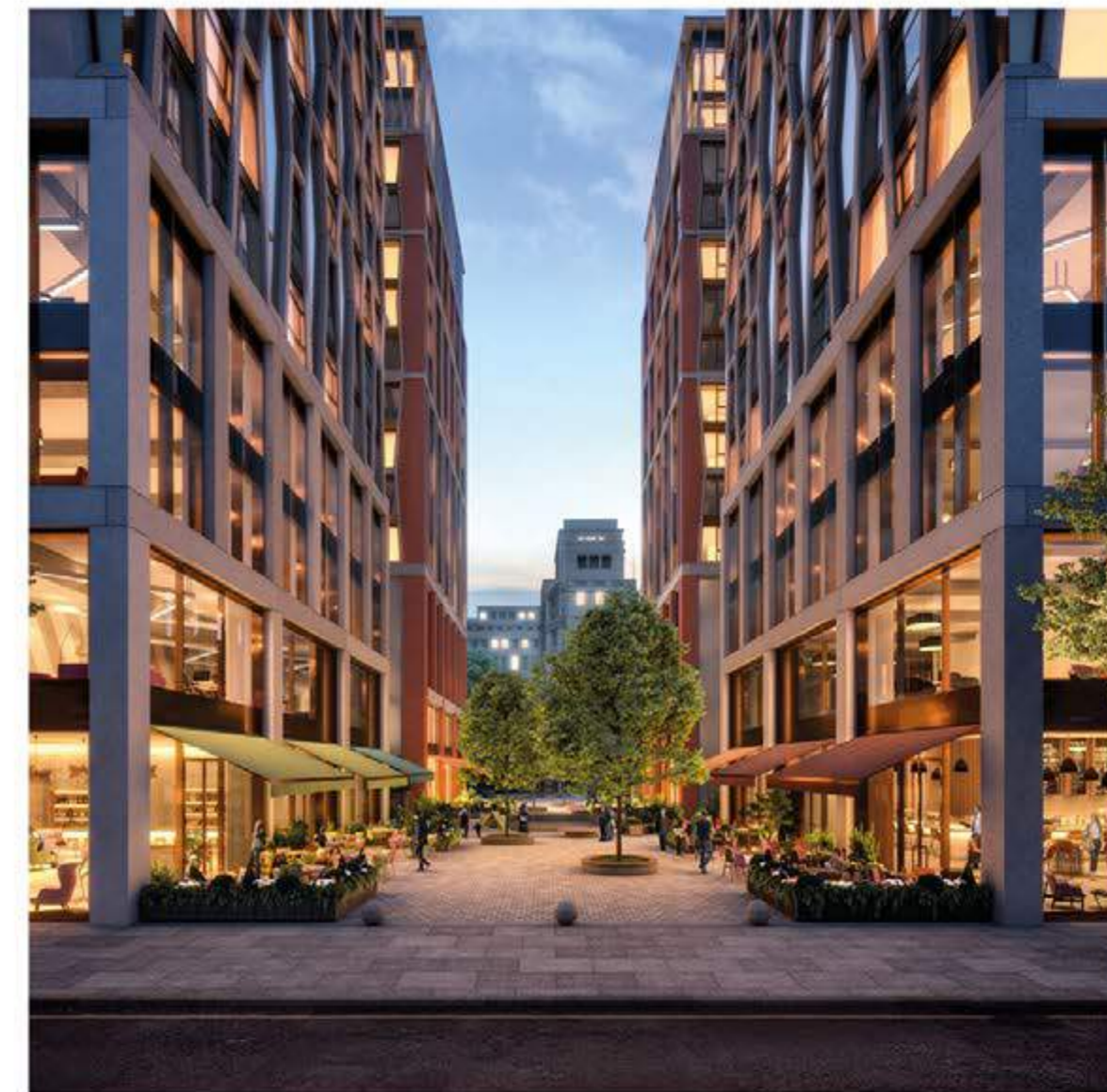




Overlooking The Cullinan buildings and central streetscape. (CGI).



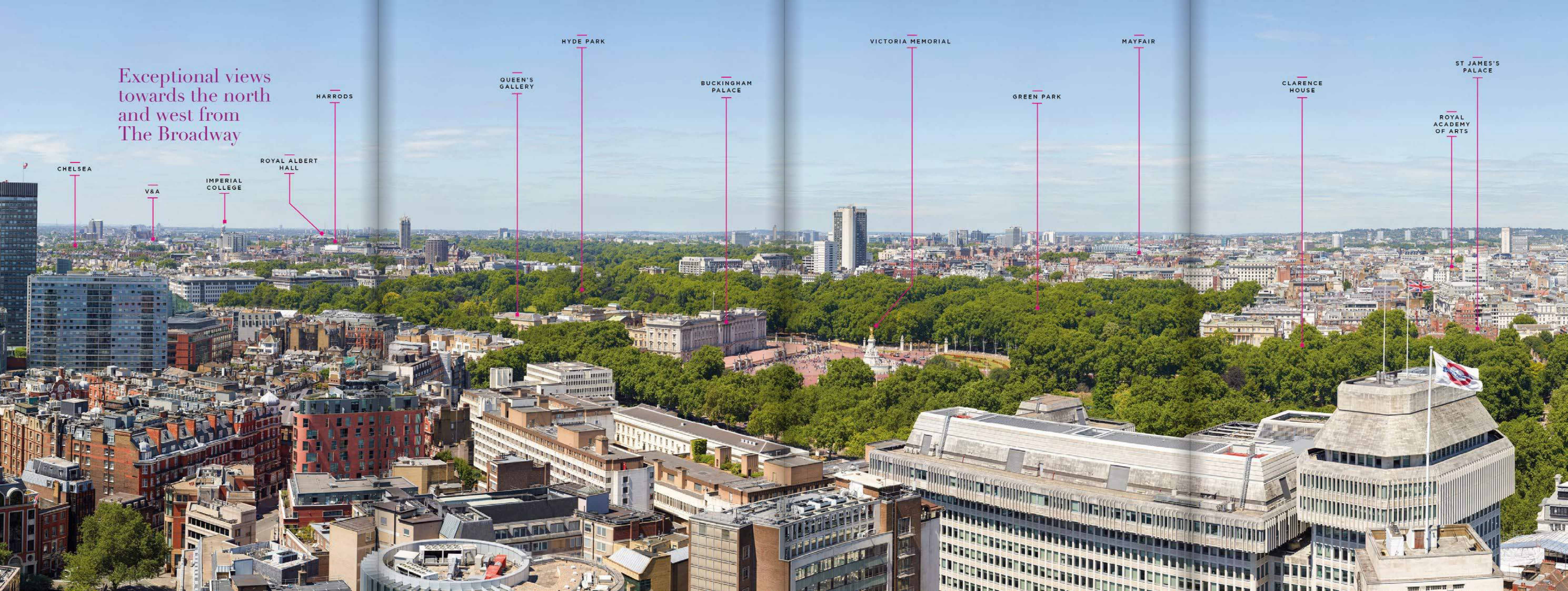
An aerial shot of The Cullinan and Sancy buildings highlighting the private residents' garden and new streetscape. (Illustration).



Overlooking The Cullinan buildings and central streetscape at dusk. (CGI).



Exceptional views  
towards the north  
and west from  
The Broadway



CHELSEA

V&A

IMPERIAL COLLEGE

ROYAL ALBERT HALL

HARRODS

QUEEN'S GALLERY

HYDE PARK

BUCKINGHAM PALACE

VICTORIA MEMORIAL

GREEN PARK

MAYFAIR

CLARENCE HOUSE

ROYAL ACADEMY OF ARTS

ST JAMES'S PALACE





Overlooking The Sancy buildings and central streetscape. (CGI).



The private residents' garden on the fourth floor podium level. (GGI).





One of the two residential entrances accessed from Broadway. (CGI).



## RESIDENTS' FITNESS AND WELLNESS CLUB

The Broadway provides a superb array of health, fitness and spa amenities that will afford residents the chance to relax and recharge in a truly exceptional setting. There is a strong emphasis on holistic care and wellness, the immaculately designed facilities and services on offer will ensure every resident is exceptionally well looked after.

There are also residents' rooms for business or private events; high-level private gardens in which to laze and enjoy the views; and a games and screening room for wet, winter afternoons. The dedicated 24-hour concierge will ensure residents do not have to worry about the details, from housekeeping, laundry and flowers, to travel, tickets and recommendations.



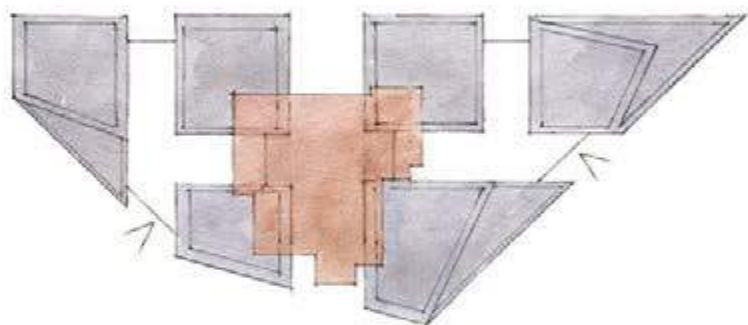
The calm and sophisticated reception to the Residents' Fitness and Wellness Club. (CGI).



# CLUB MASTERPLAN

## The Amenities

- 1 Club Reception
- 2 Pool
- 3 Vitality Pool
- 4 Sauna
- 5 Steam Room
- 6 Gym
- 7 Personal Training Studios
- 8 Male Changing Facilities
- 9 Female Changing Facilities
- 10 Private Treatment Rooms
- 11 Games Room
- 12 Screening Room/Library







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

The state-of-the-art games and screening rooms have been spaciouly designed for residents to socialise over a game of table tennis, relax and catch up with the latest novel, or unwind and watch a film in supreme comfort.





A view of the 25 metre swimming pool in its luxurious surroundings. (CGI).





The well-equipped gym and pool beyond. (CGI).

The fabulous Residents' Fitness and Wellness Club will comprise of a stunning 25 metre swimming pool, steam, sauna and treatment rooms, a well-equipped gym, personal training rooms and yoga/stretch rooms.



The bright and stylish meeting rooms are exclusive to all residents. Situated in their own designated areas within the entrance of each building, this is the perfect private retreat for inspired business meetings or formal gatherings.





W  
H  
Y

**T***he Broadway elevates London living to new heights.* The stunning interior architecture has been designed in collaboration between Northacre and Squire & Partners and will *combine the contemporary with the classic as a salute to the historic landmarks* the residents will enjoy as neighbours.

With world-renowned architects Squire & Partners, *every detail has been diligently considered to compliment each building's distinctive façade*, the consistent focus being to optimise *the spectacular views across the capital* and the sense of light and space throughout.





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





# ONE BEDROOM



ONE BEDROOM





The living room in a one bedroom apartment with views overlooking the private residents' landscaped gardens. (CGI).





Bespoke kitchen in a one bedroom apartment. (CGI).





Master bedroom in a one bedroom apartment. (CGI).





A luxurious bathroom in a one bedroom apartment. (CGI).



# TWO BEDROOM



TWO BEDROOM





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





A bespoke open-plan kitchen/dining area in a two bedroom apartment. (CGI).





Spacious bedroom with floor-to-ceiling windows in a two bedroom apartment. (CGI).





A beautifully designed ensuite bathroom in a two bedroom apartment. (CGI).



# THREE BEDROOM







A living room in a three bedroom apartment with incredible views towards London. (CGI).





Bespoke kitchen in a three bedroom apartment. (CGI).





A master bedroom in a three bedroom apartment with its spectacular panoramas. (CGI).





An elegant master bathroom in a three bedroom apartment. (CGI).



# PENTHOUSES



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

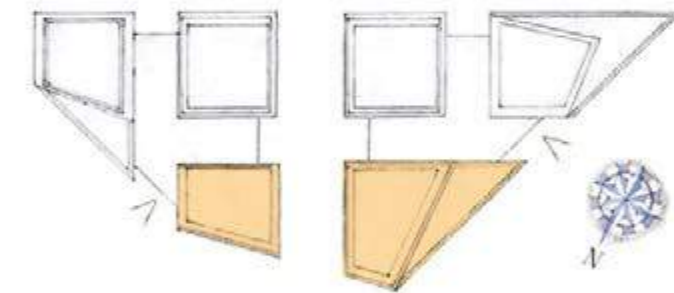


**T**hree carefully crafted colour palettes complement the *three distinctly different* façade treatments of The Broadway's architecture. The *light, medium or dark accent* palettes collaborate with The Sancy, The Cullinan and The Paragon to pay homage to both their shape and the light they inspire.

## THE SANCY Apartments

The Broadway East & The Broadway West

### The LIGHT Palette

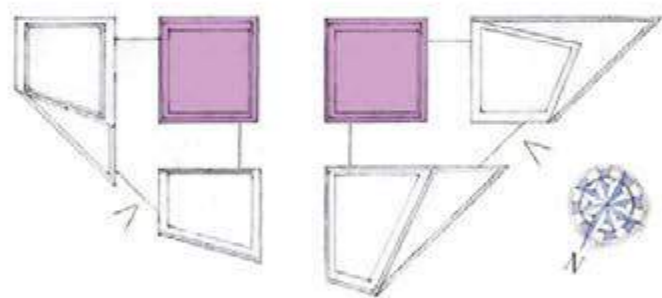




# THE CULLINAN Apartments

The Broadway East & The Broadway West

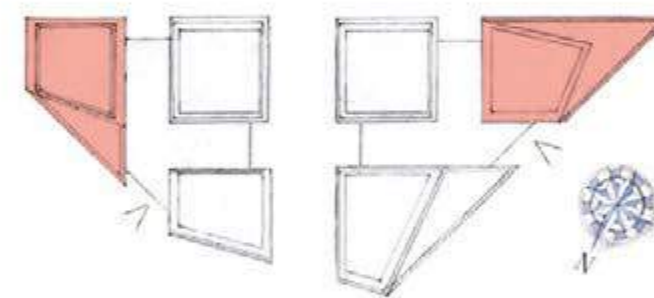
The MID Palette



# THE PARAGON Apartments

The Broadway East & The Broadway West

The DARK Palette





# KEY CONCEPTS DEFINITION

## APARTMENT KEY DESIGN FEATURES

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

**Sancy East and West Buildings**  
Light palette

**Cullinan East and West Buildings**  
Mid palette

**Paragon East and West Buildings**  
Dark palette

Contemporary interiors with a minimum of 2.7m ceiling heights in principal rooms

Up to 6m ceilings in selected duplex penthouse reception rooms

Oversized doors with ironmongery and finishes bespoke to each building and colour palette

## KITCHEN

Exquisitely designed functional kitchens in pure lines, in keeping with the building colour palettes of light, mid and dark

Bespoke fully integrated kitchens with hand selected Bardiglio\* Italian marble worktops and splashbacks

Bespoke kitchen palette with unique shelving and kitchen accent features

**Gaggenau\* exposed appliances including:**

Oven and microwave in one bedroom apartments

Combination oven and oven to two bedroom apartments

Ceramic induction hobs

**Miele\* fully integrated appliances including:**

Integrated extractor hood with lighting to hood

Integrated dishwasher

Full height fridge/freezers in one and two bedroom apartments

Double fridge/freezers in three to five bedroom apartments

Wine coolers in selected apartments

Combination washer/dryer in one bedroom apartments

Separate washer/dryers in two to five bedroom apartments



## MASTER EN-SUITE BATHROOMS

**Highly-detailed bathrooms with pure lines to give a contemporary feel and timeless elegance**

Master bathrooms feature large format hand-selected white Bianco P\* Italian marble walls and Tundra\* grey marble floors

Bespoke Corian wall mounted basin

Double basins feature in selected apartments

Free-standing bespoke Corian baths in selected apartments

Bespoke built-in Corian baths featuring an integrated shower screen in one and two bedroom apartments

Bespoke wall-recessed vanity unit featuring anti mist mirrors and shaver sockets

Bespoke Corian shower trays in selected apartments

Glazed frameless shower screen

Wall mounted WC

Cove feature lighting to shower or bath area

Wall mounted heated towel rails

## SECONDARY BATHROOMS

Contemporary Tundra\* large format hand-selected grey Italian marble to floor and walls

Bespoke Corian wall mounted basin

Bespoke built-in Corian baths or showers

Bespoke wall-recessed vanity unit featuring anti mist mirrors and shaver sockets

Glazed frameless shower screen

Wall mounted WC

Cove feature lighting to shower or bath area

Wall mounted heated towel rails

## FLOORS

Engineered oak flooring throughout

## DOORS

Full height timber veneered entrance door with timber frame

Full height hinged and sliding internal doors as located on the individual floorplans. Finishes to match internal palette

## WARDROBES

**Luxurious wardrobes in keeping with building colour palettes of light, mid and dark**

Wardrobe doors to be in bespoke timber finish to all master bedrooms with feature handles and bespoke linen internal finish

Wardrobe doors to be in a lacquer finish to all secondary bedrooms with feature handles and bespoke linen internal finish

All wardrobes have internal integrated lighting and fitted hanging rails and shelves

## BUILDING SERVICES

Metered hot and chilled water supply

Zoned underfloor heating to all principal rooms

Comfort cooling to all principal rooms with touch screen display for temperature control

## ELECTRICAL SERVICES

Lighting switch plates in a contemporary brushed steel finish

Floor boxes with power and data where appropriate in addition to wall mounted power and data outlets

## LIGHTING

Cove lighting to hallways and above glazing to living rooms only

Down lighters providing background lighting to bedrooms and circulation areas

Five AMP lighting circuits to living rooms and bedrooms

Mood lighting provided to principal rooms

## AV TELEPHONE AND DATA SYSTEM

Data outlets provided for dedicated internet connection and telephone

Television (terrestrial and satellite) points to living rooms and bedrooms

Windows in living rooms and bedrooms pre-wired with power and control cabling to allow for future installation of motorised blinds and curtains

Pre-wiring for sound system in principal rooms

## TERRACES

All terraces accessed via glazed doors

Terrace floors finished with composite timber decking

## RESIDENTS AMENITIES

Entrance Lobby with 24hr concierge and reception

Lounge

Meeting rooms

Games room with table tennis and table football

Cinema 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

## GENERAL BUILDING

### SECURITY

Lift access via fob

Video entry system to all apartments

On-site security team

Security access control to all building entrances and car park

Site-wide and local CCTV surveillance to public areas and building entrances

Mains supply smoke and heat alarms and sprinkler fire protection system

### LIFTS

Multiple passenger lifts give access to residential floors, residents' amenity areas and the basement car parks

One of the lifts will be an enhanced size to cater for large items of furniture to be transported

### CAR PARKING AND STORAGE

Underground car parking spaces available for selected apartments with valet service

Basement cycle storage provided for all apartments

Charging points for electric vehicles

Underground residential storage rooms available for selected apartments subject to separate negotiation

### WARRANTY

999 year lease

Building warranty: BLP

### RESIDENTS' APP

Bespoke residents' app to update you before completion and control lifestyle services post completion

\*DISCLAIMER: 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





**HAND-SELECTED  
BATHROOM  
MATERIALS**

- 1 Bathroom vanity mirror
- 2 Brushed stainless steel brassware finish
- 3 Corian finish for shower trays and baths
- 4 Bianco P marble on master ensuite walls
- 5 Tundra grey marble in master ensuite and secondary bathrooms



**HAND-SELECTED KITCHEN  
FINISHES/MATERIALS**

- 1 Engineered grade oak flooring
- 2 Bardiglio Nuvolato marble on worktop and splashbacks in kitchens
- 3 Brushed stainless steel for all brassware
- 4 Bronze aluminium in light, mid or dark palettes





## FLOORING AND JOINERY

- 1 Engineered wide plank flooring
- 2 Mid palette feature timber joinery walls and select grade oak doors
- 3 Dark palette feature timber joinery walls and select grade oak doors
- 4 Light palette feature timber joinery walls and select grade oak doors



- 1 White lacquer doors to secondary bedroom wardrobes
- 2 & 3 Bardiglio Nuvolato marble on worktop and splashbacks in kitchens
- 4 & 5 Mid palette bronze aluminium window frames and internal linen finish to wardrobes
- 6 & 7 Dark palette bronze aluminium window frames and internal linen finish to wardrobes





An apartment terrace at The Broadway with views towards Westminster, The City of London and The Shard beyond. (CGI).





NORTHACRE

by Nordie



ADFG

A D F G