











Highly specified studio, 1, 2 & 3 bedroom apartments

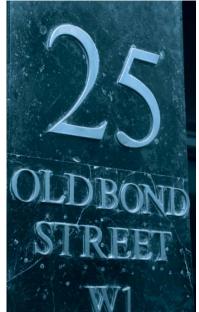
Apartment layout and interior design concept by Nicola Fontanella of Argent Design

Moments from Crossrail services linking the metropolis, London Heathrow and Canary Wharf

Central to all of the Capital's world renowned universities























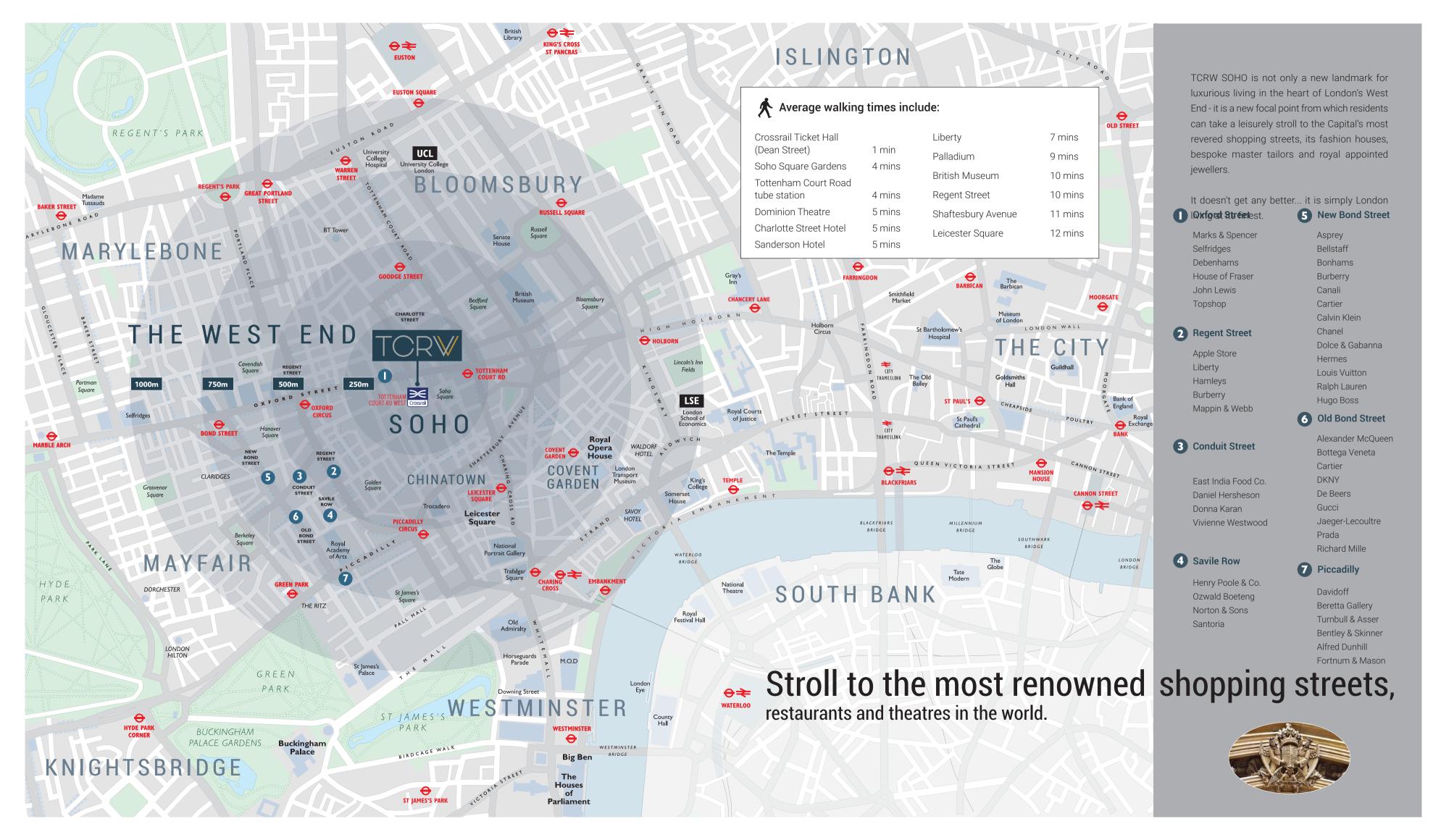




# AN UNRIVALLED LOCATION

THE HEART OF THE WEST END





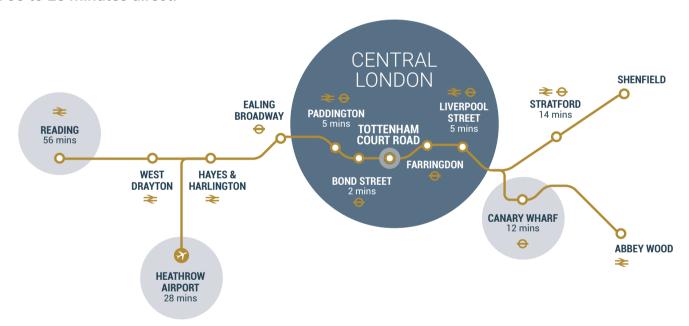




# Luxurious living with exceptional Zone 1 links to London's

# **➣** Tottenham Court Road will provide:

- A £1 billion upgrade to the Capital's transport infrastructure.
- An interchange for Elizabeth Line services with connections to Northern & Central tube lines.
- Capacity for up to 24 high speed trains per hour serving some 170,000 passengers daily.
- New services to London Heathrow Airport cutting journey times from 53 to 28 minutes direct.



When complete Tottenham Court Road will be one of London's busiest stations stretching from a new public

plaza fronting Centrepoint to the new ticket hall on Dean Street.

This major interchange will enable residents at TCRW SOHO to traverse the

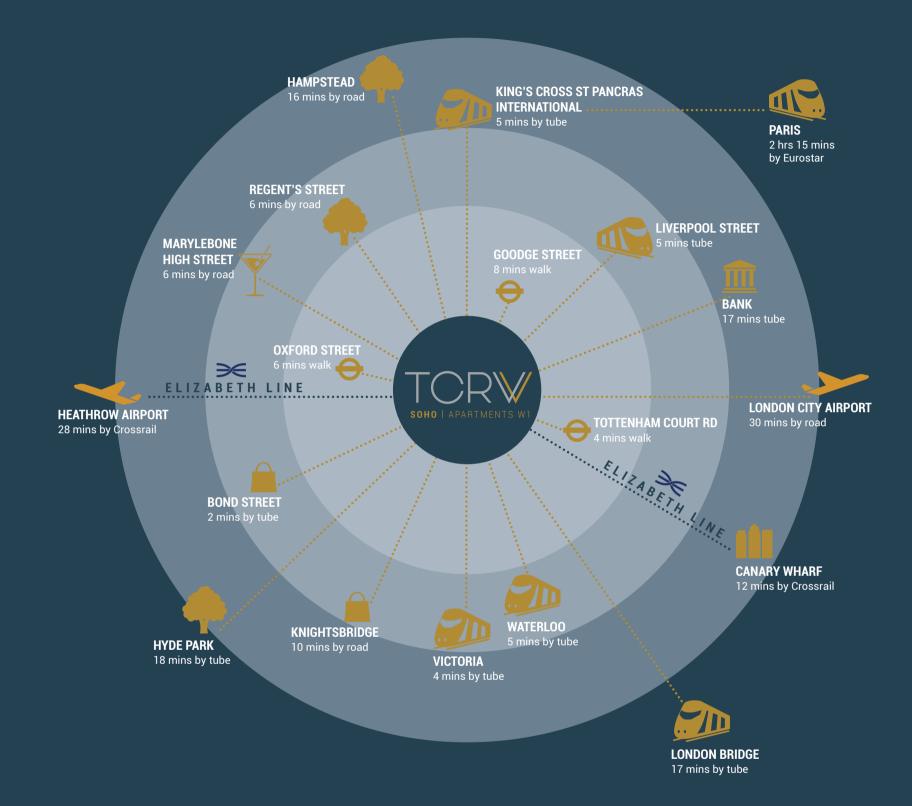
metropolis in minutes while







connecting to London's tube, rail and DLR network with absolute ease. Routes to international air travel will also be transformed with Crossrail operating 6 trains per hour to



TCRW SOHO will be central to all of London's landmark destinations and key transport hubs.





Oxford Street has long been recognised as the busiest shopping street in Europe – if not the entire world.

For those, however, that seek the ultimate in brand name excellence, Bond Street remains the most expensive retail location in the western hemisphere – captivating the desires of those wishing to indulge in the most refined luxuries and fashion apparel known to mankind.

# The most distinguished brand names on your doorstep





Residents at TCRW SOHO will be one stop (2 minutes) on the Elizabeth Line from Bond Street, which is now home to two Cartier Boutiques – together, a celebration of exclusive craftsmanship at the very heart of british aristocracy . . . ever since the future King Edward VII hailed it as 'The Jeweller of Kings and The King of Jewellers'.

Today, Cartier is the only foreign jeweller to hold a royal warrant and offers the most palatial surroundings to experience its world respected creations.

The Boutique with a royal warrant

CARTIER • LONDON



# The art of fine dining WITH 70 MICHELIN STARRED RESTAURANTS ALONE TO MICHELIN STARRED RESTAURANTS

ALONE, TO WHET THE APPETITE

London is one of the 'Restaurant Capitals' of the world and those owning an apartment at TCRW SOHO will experience this gastro status whenever and where ever they choose.

International cuisine abounds at every level, it may be a 6 minute stroll to the Ivy Soho Brasserie on Broadwick

#### Internationally acclaimed restaurants within convenient proximity include:

34 Nobu

One Aldwych Hotel Alain Ducasse at

The Dorchester

Orso

Arbutus Restaurant Oxo Tower Restaurant

Barrafina Bentleys Oyster Bar

Simpsons-in-the-Strand

China Tang

Scotts

The Critereon

Dean Street Townhouse

Hakkasan The Ivy Incognico

J Sheeky

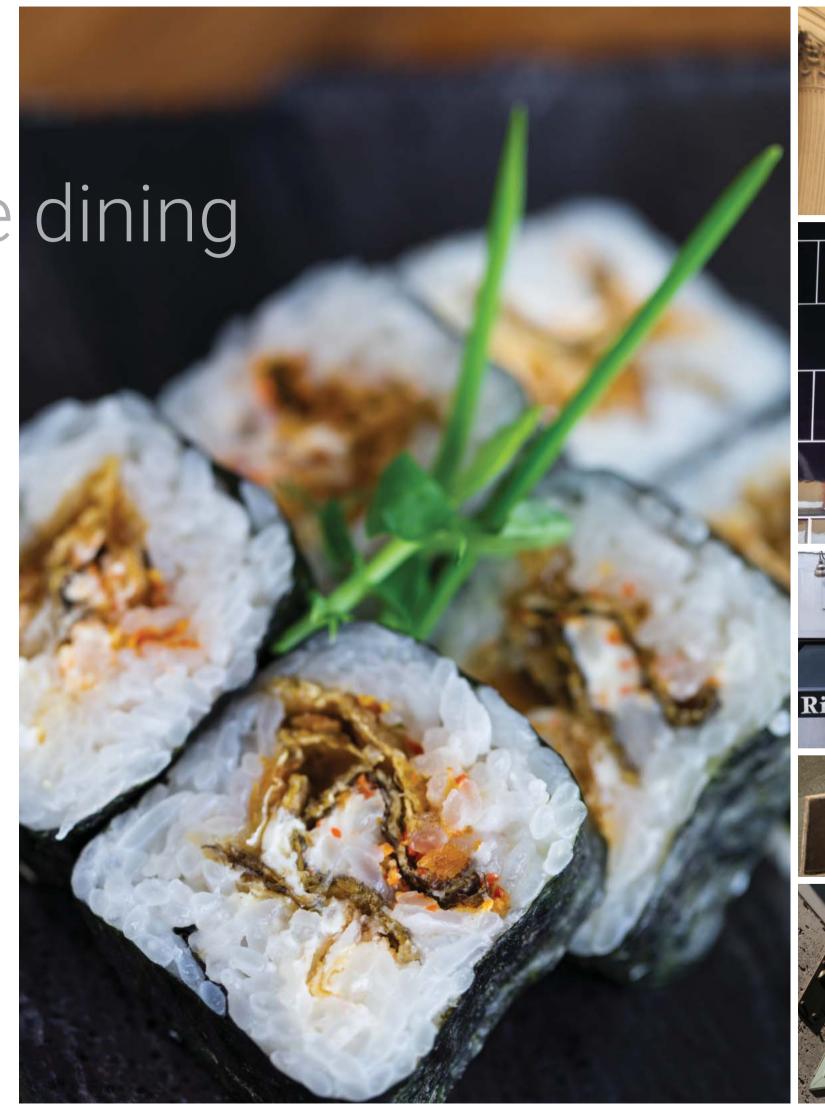
The Ninth

L'Atelier de Joel Robuchon

The Ritz

Le Gavroche

The Savoy Hotel

























Leicester Square, Drury Lane, Shaftesbury Avenue, The Strand – names synonymous with London's Theatreland, and streets that define a fusion of world class musicals, opera, drama, arts and stage, all so deceptively close to TCRW SOHO.

# With over forty venues, West End Theatre stands alongside New York's Broadway

With the Grade II Listed art deco splendour of the Dominion Theatre little over 5 minutes walk away, entertainment comes to the fore. The West End offers an everchanging repertoire of performances to suit all tastes and ages – it could be the Phantom of the Opera one night, Les Misérables or the Lion King the next, the choice will be yours and all within a 750 metre radius of TCRW SOHO.

The Palladium is the largest of London's theatres (2,286 seats) followed by the Apollo,
Theatre Royal, The Lyceum and
The Dominion, all with
capacity for an audience
in excess of 2000.













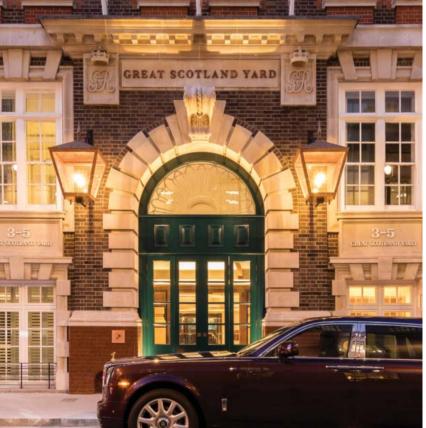




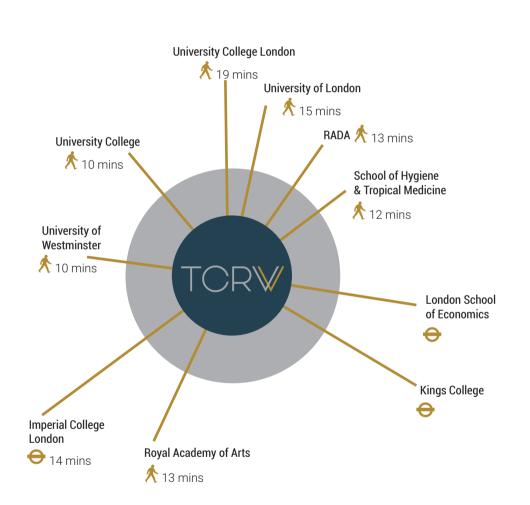








London is ranked as the world's number one student city (QS 2019) with one of the highest concentrations of world famous universities acting as the nerve centre of global academia.



Tube times are to the nearest underground station and do not include additional walking time.



There are 21 internationally ranked universities in the Capital with University College London (UCL) and The London School of Economics (LSE) producing over 45 nobel laureates alone.

The last academic year saw London welcoming almost 385,000 students studying at higher educational institutions – of these, 29% (112,000) were international students, with China the predominant source country – having grown by 48% since 2013.



















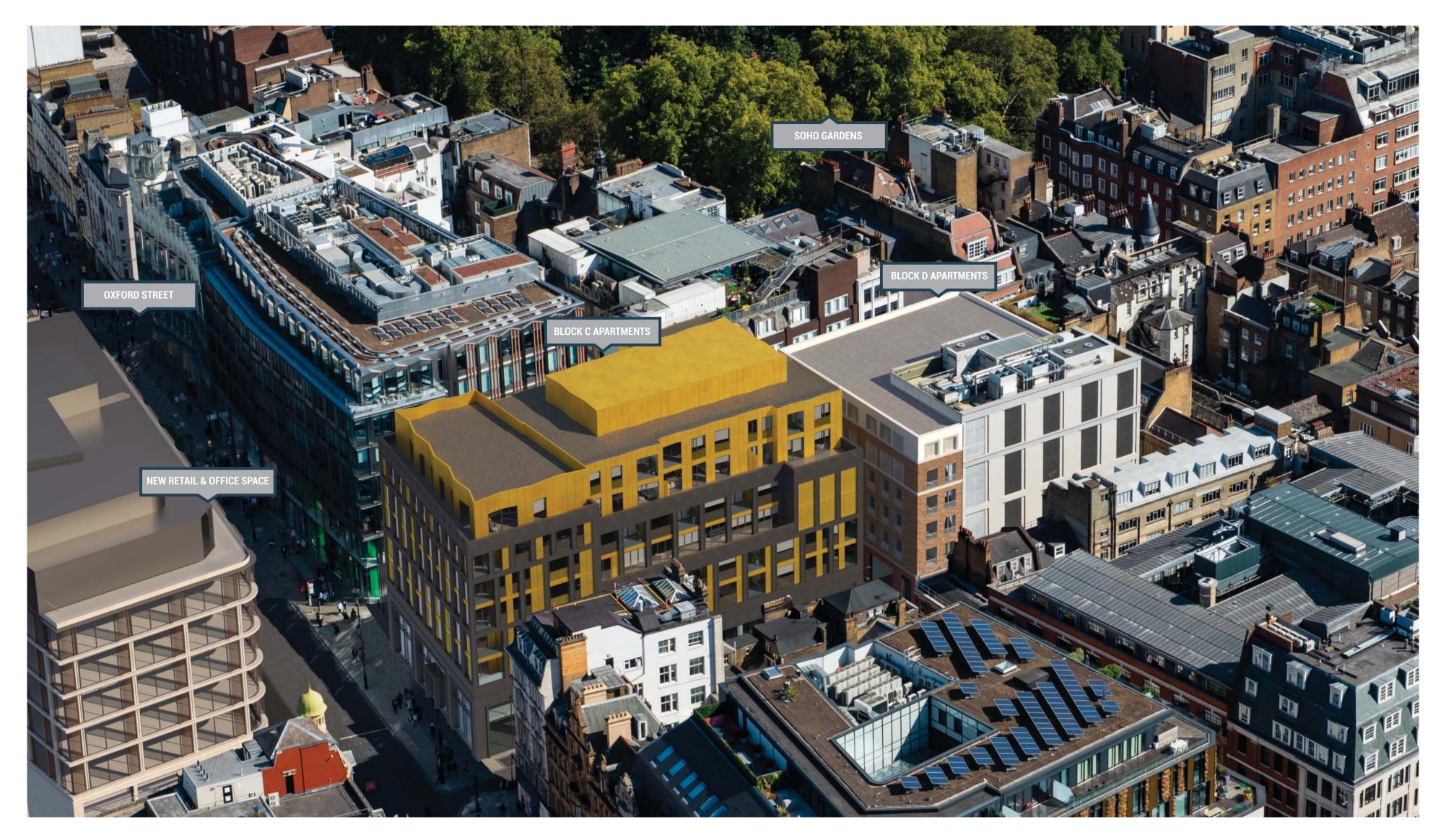




# THE DEVELOPMENT

REGENERATION SECOND TO NONE







The overall development will have two apartment buildings, Block C comprising of sixty two studio, 1, 2 & 3 bedroom apartments and Block D, comprising of nineteen 1, 2, & 3 bedroom apartments. Each building will have its own private reception foyer with access from the north and south side of Fareham Street.

# The development offers a choice of 81 luxurious apartments arranged from

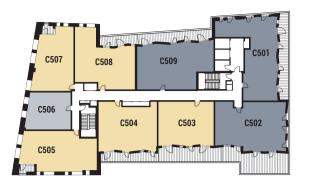
BOTH BUILDINGS HAVE AN ADDITIONAL PENTHOUSE FLOOR LEVEL TOGETHER, COMPRISING 11 BESPOKE DESIGN APARTMENTS



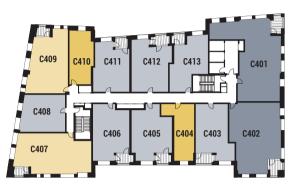
#### Illustrative site plan combining ground level with first floor apartments.

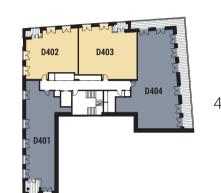
The scheme has been designed to act as an iconic marker for the new Crossrail station and a gateway into Soho itself.

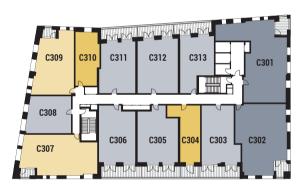
The ground floors will provide quality retail space with emphasis on luxury brand tenants as well as the new Elizabeth Line ticket hall and private TCRW SOHO 6th floor penthouse level not shown



5th floor penthouse level not shown



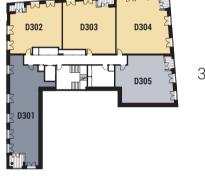


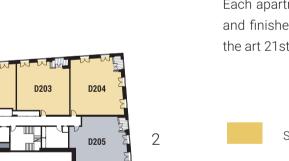


C212

C213







5





The majority of apartments in Block C and all in Block D will feature private exterior space ranging from winter garden style balconies to extensive sun terraces.

Each apartment will be highly specified and finished and equipped for state of the art 21st century living.







BLOCK D

apartments superimposed. Block floor plans are intended to be correct, precise details may vary.





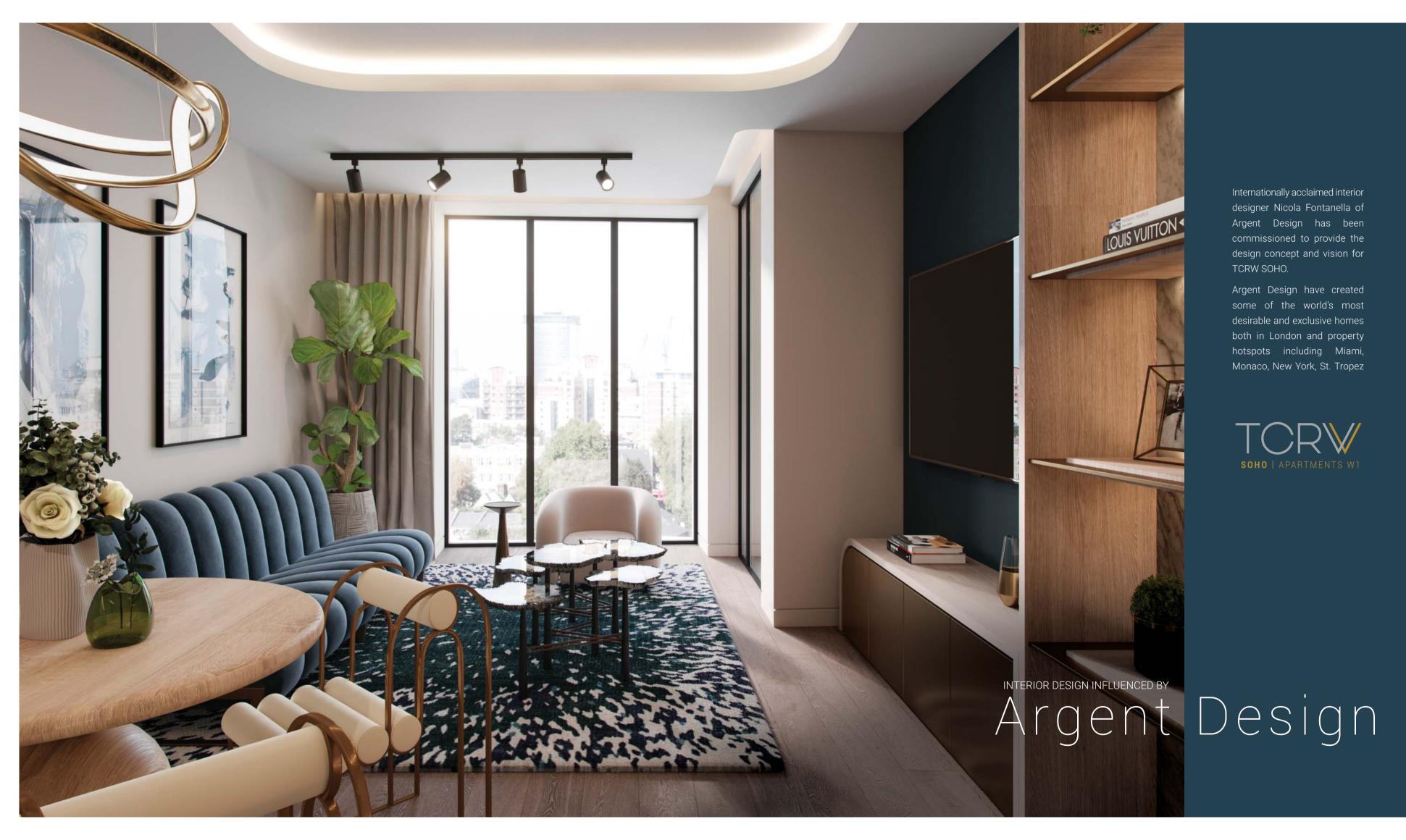
The visual appearance of both buildings will be strikingly different, the facade of Block C in dark reconstituted stone and gold decorative panelling – reflecting the vibrant, contemporary atmosphere of Oxford Street and Soho.

In contrast, the design of Block D responds to the more traditional nature of Soho's local brick georgian architecture.















# GEBERIT

Each apartment will feature Geberit AquaClean remote control technology to master en-suite bathroom.







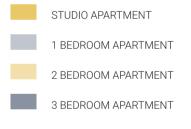


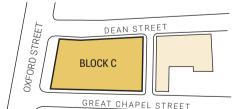
APARTMENT PLANS

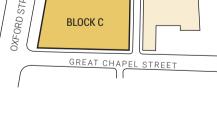




No.	Туре	SQ.M.	SQ.FT.
C1 01	2 Bed	81	870
C1 02	Studio	38	411
C1 03	2 Bed	74	794
C1 04	1 Bed	63	682
C1 05	Studio	46	491
C1 06	1 Bed	77	827
C1 07	1 Bed	69	742
C1 08	2 Bed	78	843
C1 09	1 Bed	50	542
C1 10	2 Bed	73	788
C1 11	Studio	39	416
C1 12	1 Bed	61	661
C1 13	1 Bed	74	795
C1 14	1 Bed	56	598









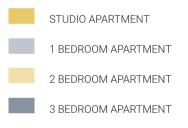
Block floor plan arrangement and apartment layouts are intended to be correct but precise details may vary. Total areas are accurate to within 5%.

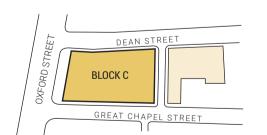
52

SOHO | APARTMENTS W1



No.	Туре	SQ.M.	SQ.FT.
C2 01	3 Bed	115	1236
C2 02	3 Bed	100	1077
C2 03	1 Bed	65	703
C2 04	Studio	46	491
C2 05	1 Bed	77	827
C2 06	1 Bed	69	742
C2 07	2 Bed	88	949
C2 08	1 Bed	50	542
C2 09	2 Bed	73	789
C2 10	Studio	39	415
C2 11	1 Bed	61	661
C2 12	1 Bed	74	795
C2 13	1 Bed	56	598







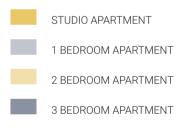
SOHO | APARTMENTS W1

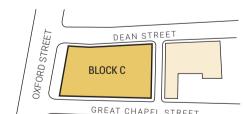
# Block C Level 2

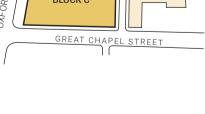
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No.	Туре	SQ.M.	SQ.FT.
C3 01	3 Bed	115	1239
C3 02	3 Bed	100	1074
C3 03	1 Bed	63	679
C3 04	Studio	40	429
C3 05	1 Bed	66	711
C3 06	1 Bed	63	682
C3 07	2 Bed	87	934
C3 08	1 Bed	50	542
C3 09	2 Bed	72	774
C3 10	Studio	38	409
C3 11	1 Bed	58	620
C3 12	1 Bed	69	748
C3 13	1 Bed	51	550





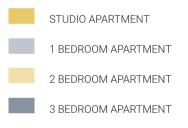


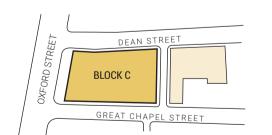






No.	Type	SQ.M.	SQ.FT.
C4 01	3 Bed	115	1241
C4 02	3 Bed	99	1071
C4 03	1 Bed	55	595
C4 04	Studio	40	427
C4 05	1 Bed	58	629
C4 06	1 Bed	58	622
C4 07	2 Bed	87	934
C4 08	1 Bed	50	542
C4 09	2 Bed	72	774
C4 10	Studio	38	409
C4 11	1 Bed	51	554
C4 12	1 Bed	58	624
C4 13	1 Bed	51	546





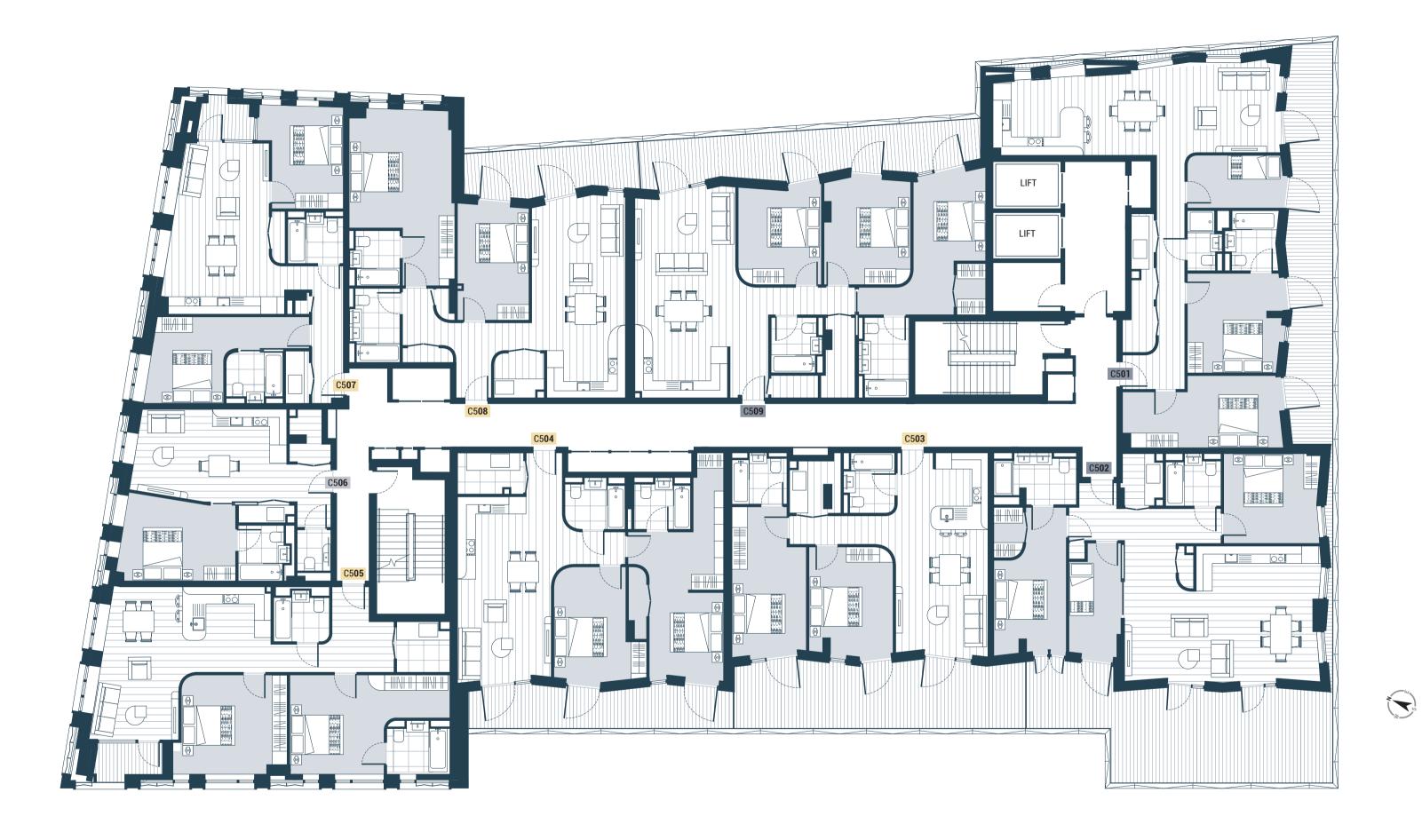


SOHO | APARTMENTS W1

Block C Level 4

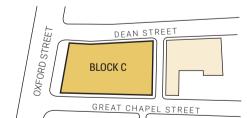
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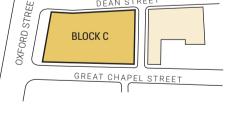
58



No.	Туре	SQ.M.	SQ.FT.
C5 01	3 Bed	99	1068
C5 02	3 Bed	101	1084
C5 03	2 Bed	75	812
C5 04	2 Bed	84	900
C5 05	2 Bed	87	933
C5 06	1 Bed	50	543
C5 07	2 Bed	74	795
C5 08	2 Bed	86	925
C5 09	3 Bed	101	1082









SOHO | APARTMENTS W1





APARTMENT PLANS
BLOCK D

















# Block D Level 3 & 4



# SPECIFICATION



## **General Specification**

- Matt painted walls.
- Matt painted ceilings.
- Feature coffered ceilings with lighting to principal living area and all bedrooms.
- Stained natural oak hardwood door linings, architraves and skirtings.
- Extended height stained oak veneered internal doors.
- Decorative door furniture including lever door handles with square shaft and rose.
- Decorative switch and socket plates throughout with USB charging to selected sockets in kitchen, living room and bedrooms.
- · Recessed low energy LED downlights with white bezels.
- Programmable mood lighting to principal living area and all bedrooms.
- Recessed electrical curtain tracks to all windows and external doors.
- Cabled for Sky Q satellite and terrestrial TV. Sky service subject to Sky subscription.
- Ultra-fast fibre broadband enabled and pre-installed to each apartment. Subject to subscription (speed: up to 1GB/s).
- Mesh WiFi system installed to ensure a seamless and optimal WiFi connection throughout each apartment.
- Pre-wired to intruder alarm system.
- Thermostatically controlled space & water heating from communal system via individual apartment heat interface unit.
- · Cooling to living/dining areas and all bedrooms.

### **Entrance Hall Area**

- Smart keyless lock with multipoint locking secure front entrance door.
- · Natural oak one strip hardwood engineered flooring.
- Audio/video entry phone system connected to communal entrance door. Entry system will extend to downloadable app providing audio/video support.

 Hotel style integrated master switch to turn off TV and lighting on leaving and to turn on pre-set 'scene level' lighting on return.

## **Living/Dining Area**

- · Natural oak one strip hardwood engineered flooring.
- Bespoke entertainment unit providing low level cupboard space and bookcase storage.
- · Large screen OLED smart TV.
- · Telephone socket.

#### Kitchen Area

- · Natural oak one strip hardwood engineered flooring.
- Veneer kitchen cabinets with contemporary style unit doors and drawer fronts with concealed handles.
- Quartz stone worktop with grooved drainer.
- Full height quartz splashback.
- · Wall unit LED underlighting.
- · Centralised appliance isolator switch panel.
- Miele fully integrated stainless steel electric appliances to include:-
  - Single oven.
  - Microwave.
  - 4 ring induction hob.
  - Hot water steam tap.
  - Recirculating hood.
  - Fridge/freezer.
  - Washer/dryer (freestanding if within service cupboard).
  - Dishwasher.
- · Stainless steel bowl and a half under-mount sink.

#### **Bathroom/Shower Room**

- Large format porcelain marble floor and full height wall tiling.
- Electric mat underfloor warming.
- Oak framed alcove featuring: mirror cabinet, mirror, white recon stone vanity top, shaver socket and feature downlight.
- · Wall mounted square profile basin.
- · White steel bath or resin shower tray.
- Concealed cistern, dual flush, back to wall Geberit AquaClean WC to master en-suite bathroom.
- Brass plated square profile single lever basin tap, thermostatic bath filler/shower mixer diverter with wall mounted fixed shower head and low level handset and hose.
- · Pressurised hot and cold water.
- Brass plated thermostatic electric heated towel rail.
- Recessed low energy LED downlights with white bezels.
- Clear glass framed hinged bath screen or frameless hinged door shower enclosure.

### **Cloakroom (where appropriate)**

- · Large format porcelain marble floor.
- Oak framed alcove, mirror, recon stone vanity top, shaver socket and feature downlight.
- · Wall mounted square profile basin.
- · Concealed cistern, dual flush, back to wall WC.
- Brass plated square profile single lever basin tap.
- Brass plated thermostatic electric heated towel rail.
- Recessed low energy LED downlights with white bezels.

#### Bedrooms

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- · Quality carpet with underlay.
- TV socket set to all bedrooms (cabled for Sky). TV sockets also include digital radio and terrestrial sockets.
   Sky service subject to Sky subscription.
- · Telephone extension socket to all bedrooms.

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## V4 - November 2021

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