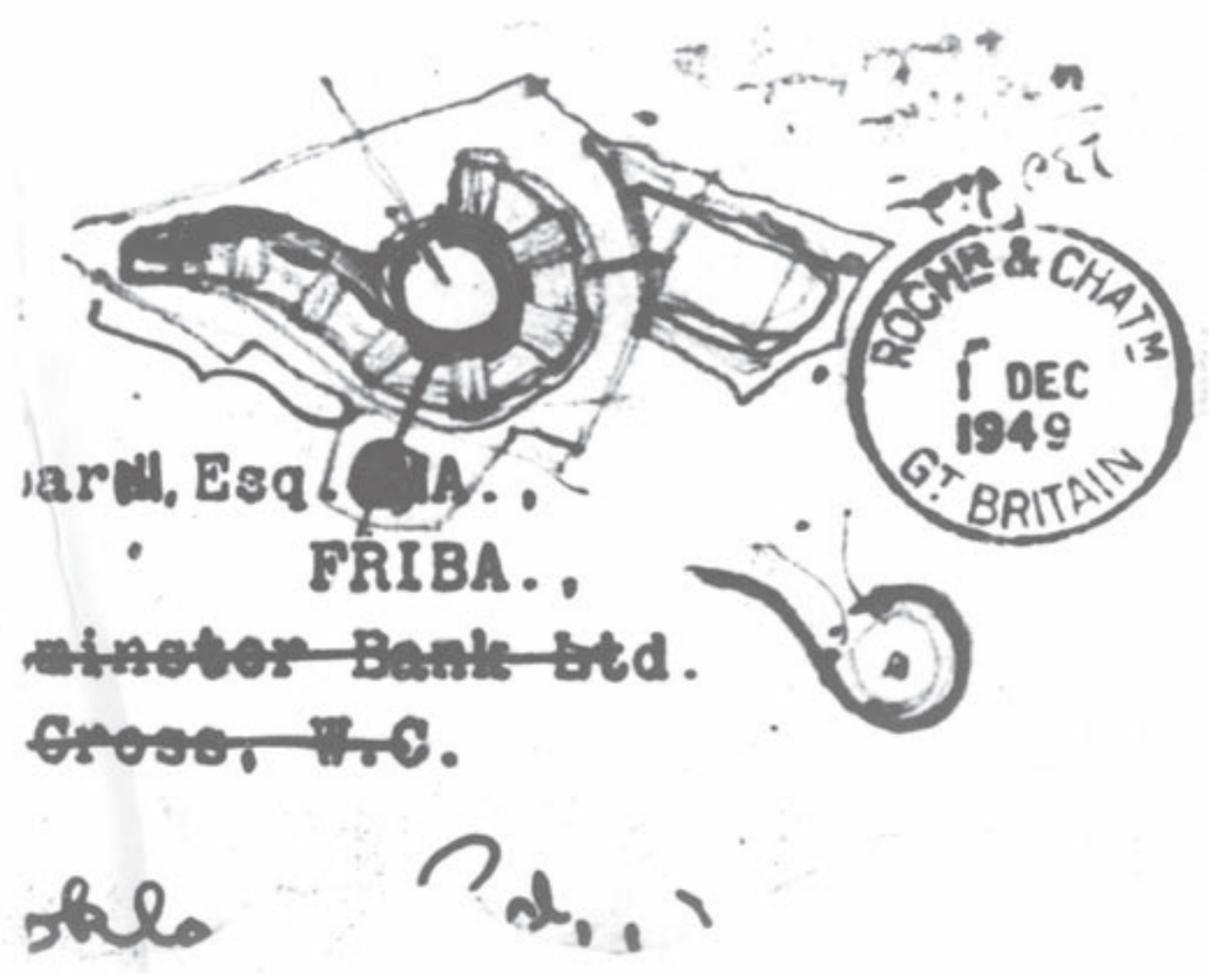


Television Centre

A new centre of gravity



Dawbarn, Esq. R.A.,
FRIBA.,
~~Minster Bank Ltd.~~
~~Cross, W.C.~~

1949

Architect Graham Dawbarn scribbled a question mark on the back of an envelope when asked to design the BBC's first purpose-built television centre, foreseeing that it would make the perfect shape for an efficient 'factory for television'.

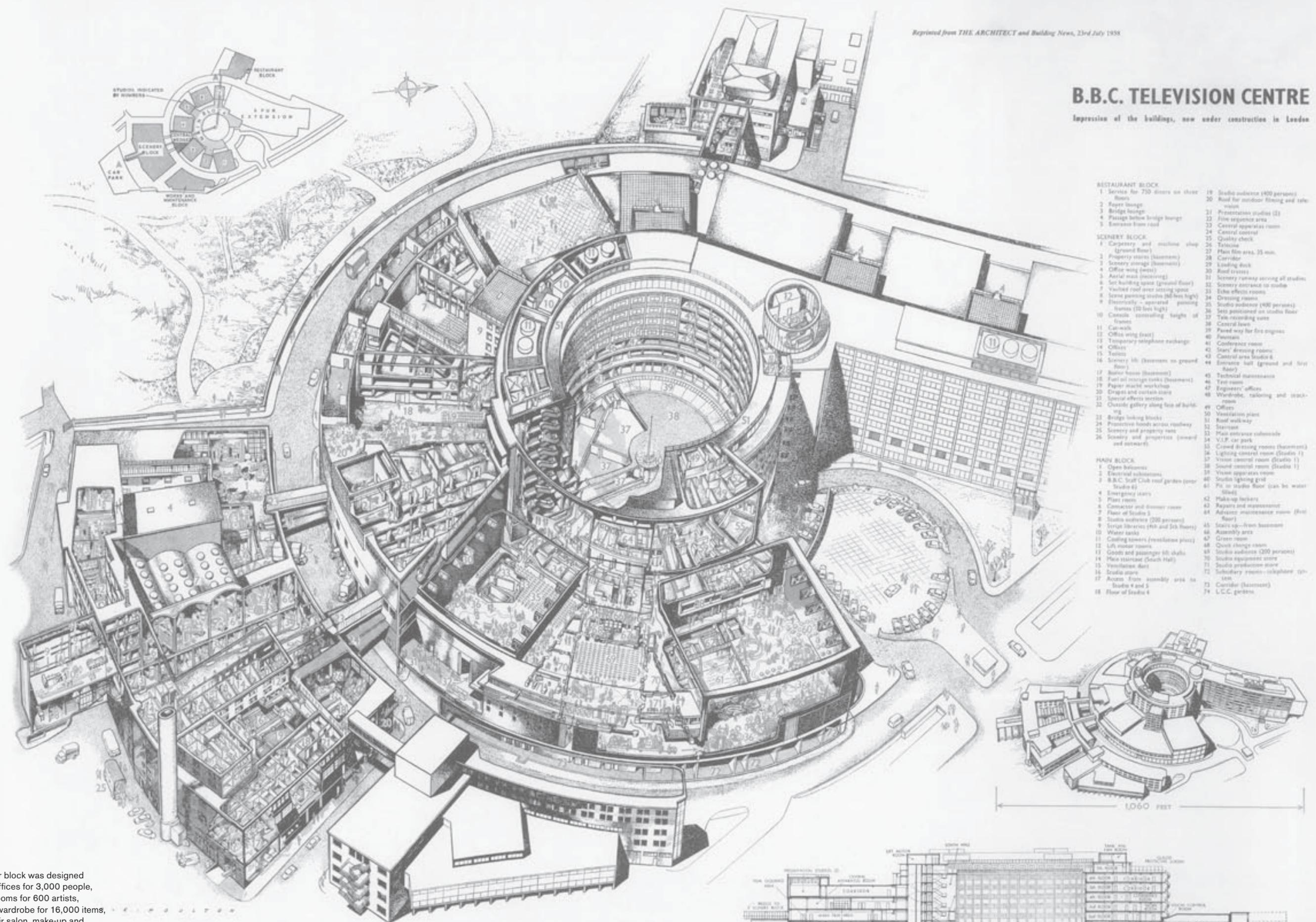
1957

Covering 14 acres and twice the size of St Paul's Cathedral, it was possible to see Television Centre under construction from Alexandra Palace, where the BBC began broadcasting television in 1936.

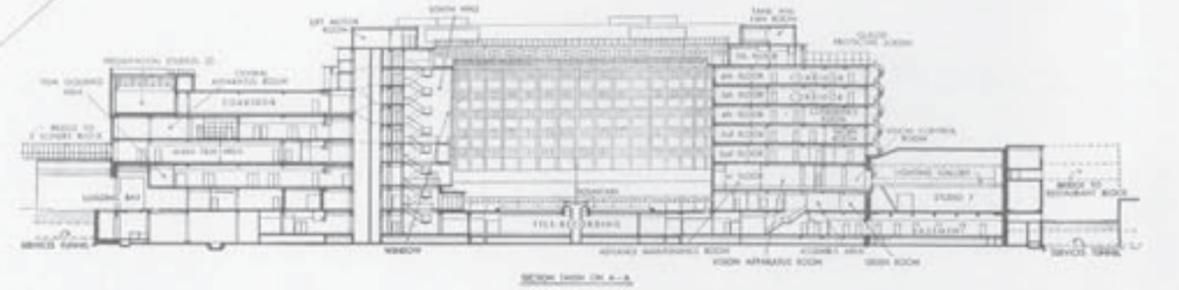
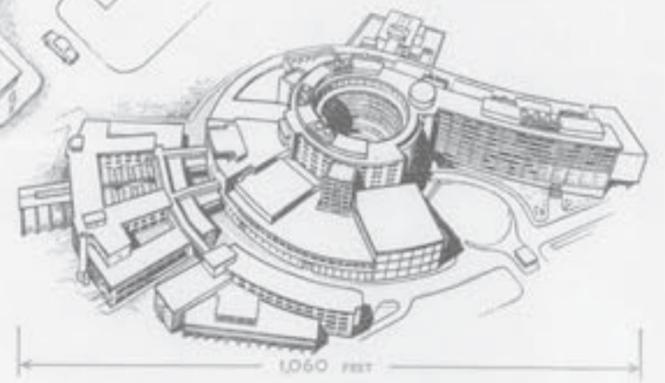


B.B.C. TELEVISION CENTRE

Impression of the buildings, now under construction in London



- RESTAURANT BLOCK**
- 1 Service for 750 diners on three floors
 - 2 Paper lounge
 - 3 Bridge lounge
 - 4 Passage below bridge lounge
 - 5 Entrance from road
- SCENERY BLOCK**
- 1 Carpentry and machine shop (ground floor)
 - 2 Property stores (basement)
 - 3 Scenery storage (basement)
 - 4 Office wing (west)
 - 5 Aerial mast (basement)
 - 6 Set building space (ground floor)
 - 7 Vaulted roof over setting space
 - 8 Scenic painting studio (30 feet high)
 - 9 Electrically-operated painting studio (30 feet high)
 - 10 Canals - controlling height of frames
 - 11 Car-walk
 - 12 Office wing (east)
 - 13 Temporary telephone exchange
 - 14 Offices
 - 15 Toilet
 - 16 Scenery lift (basement on ground floor)
 - 17 Hairdressing (basement)
 - 18 Fuel oil storage tanks (basement)
 - 19 Paper and material workshop
 - 20 Drapes and curtain store
 - 21 Special effects section
 - 22 Outside gallery along face of building
 - 23 Bridge linking blocks
 - 24 Protective hoards across roadway
 - 25 Scenery and property vans
 - 26 Society and apartments (inward and outward)
- MAIN BLOCK**
- 1 Open balconies
 - 2 Electrical substation
 - 3 B.B.C. Staff Club roof garden (over Studio 4)
 - 4 Emergency stairs
 - 5 Plant room
 - 6 Connector and transfer room
 - 7 Floor of Studio 5
 - 8 Studio audience (200 persons)
 - 9 Strip libraries (4th and 5th floors)
 - 10 Water tanks
 - 11 Cooling towers (ventilation plant)
 - 12 Lift motor rooms
 - 13 Goods and passenger lift shafts
 - 14 Main staircase (Studio Hall)
 - 15 Ventilation plant
 - 16 Studio store
 - 17 Access from assembly area to Studio 4 and 5
 - 18 Floor of Studio 4
 - 19 Studio audience (400 persons)
 - 20 Roof for outdoor filming and radio room
 - 21 Presentation studios (2)
 - 22 Film sequence area
 - 23 Control apparatus room
 - 24 Control console
 - 25 Quality check
 - 26 Tanning
 - 27 Main film area, 25 min.
 - 28 Corridor
 - 29 Loading dock
 - 30 Roof trusses
 - 31 Scenery runway serving all studios
 - 32 Scenery entrance to studio
 - 33 Echo effects rooms
 - 34 Dressing rooms
 - 35 Studio audience (400 persons)
 - 36 Sets positioned on studio floor
 - 37 Title recording suite
 - 38 Control tower
 - 39 Paved way for fire engines
 - 40 Fountain
 - 41 Conference room
 - 42 Stars' dressing rooms
 - 43 Central area Studio 4
 - 44 Entrance hall (ground and first floor)
 - 45 Technical maintenance
 - 46 Test room
 - 47 Engineers' offices
 - 48 Wardrobe, tailoring and stock-rooms
 - 49 Offices
 - 50 Ventilation plant
 - 51 Roof walkway
 - 52 Staircase
 - 53 Main entrance sub-station
 - 54 V.I.P. car park
 - 55 Crowd dressing rooms (basement)
 - 56 Lighting control room (Studio 1)
 - 57 Vision control room (Studio 1)
 - 58 Sound control room (Studio 1)
 - 59 Vision apparatus room
 - 60 Studio lighting grid
 - 61 Pit in studio floor (can be water filled)
 - 62 Make-up lockers
 - 63 Repairs and maintenance
 - 64 Advance maintenance room (first floor)
 - 65 Stairs up - from basement
 - 66 Assembly area
 - 67 Green room
 - 68 Quick change room
 - 69 Studio audience (200 persons)
 - 70 Studio equipment store
 - 71 Studio production store
 - 72 Subsidary rooms - telephone room
 - 73 Corridor (basement)
 - 74 L.C.C. gardens



1958

The circular block was designed with 400 offices for 3,000 people, dressing rooms for 600 artists, 7 studios, wardrobe for 16,000 items, laundry, hair salon, make-up and wig-making departments, script and music libraries, band practice room, and a telephone exchange.

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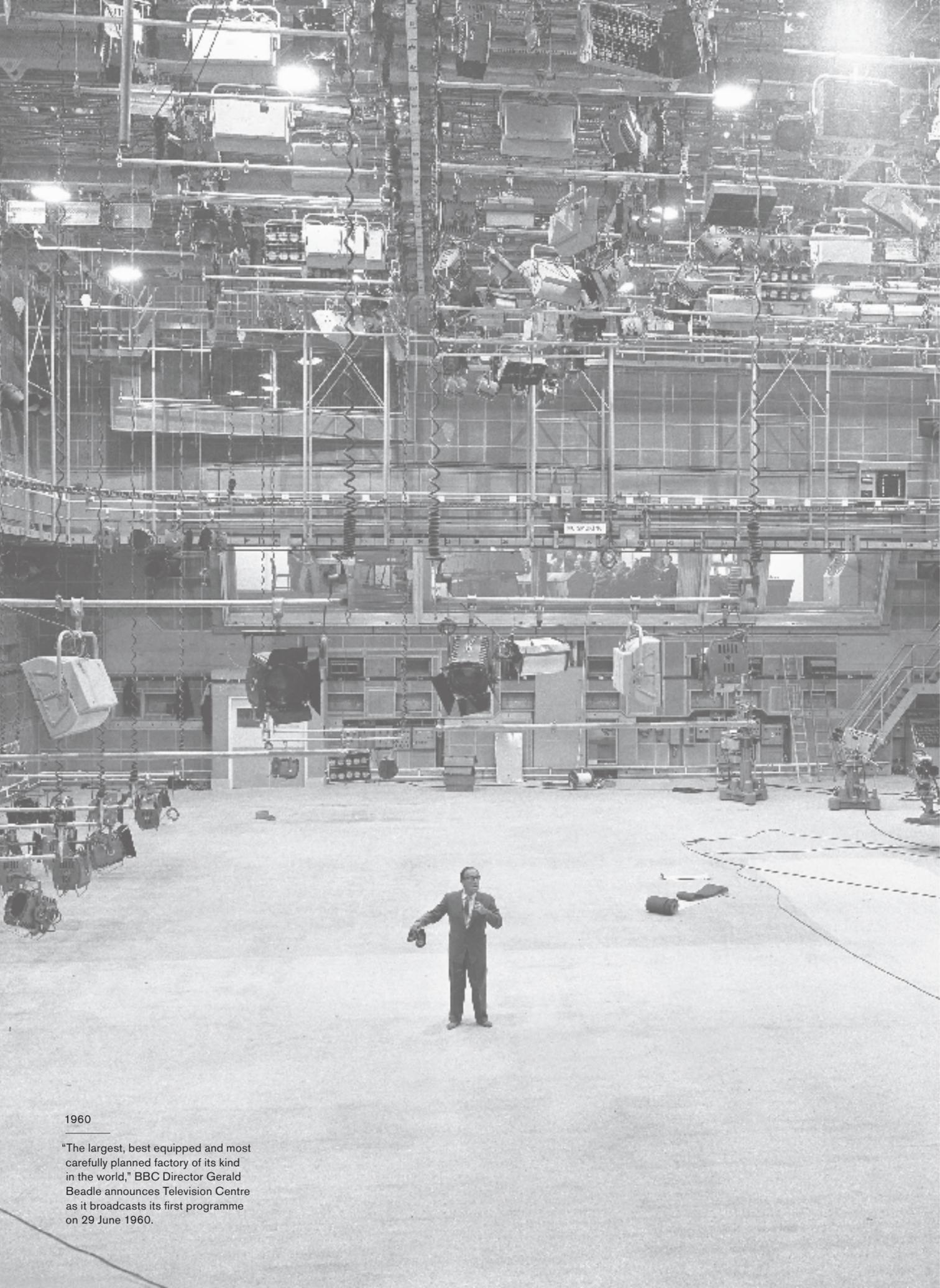
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SECTION 1000 IN 1/4" = 1'



1959

Next to the 1908 London Olympic Stadium, construction nears completion ten years after its announcement by the BBC Controller Norman Collins at the Television Society annual dinner.



1960

"The largest, best equipped and most carefully planned factory of its kind in the world," BBC Director Gerald Beadle announces Television Centre as it broadcasts its first programme on 29 June 1960.

A new centre of gravity

New homes, offices and television studios. Independent restaurants and cinema. Cultural events. Hotel and private members' club by Soho House. Television Centre is a new centre of gravity for London.

A factory for television, this landmark piece of modern architecture became not only a point of local but national pride.

With equal ambition, we introduce a design for the future of everyone who will come to visit, work or live here.

This is Television Centre





From hosting our nation's first Olympics to the headquarters of the BBC, this area has always been home to the big idea.

Today, there is no better place for London's most exciting regeneration project.

This is White City

Computer generated image. Artist's impression of the proposed Berkeley St James, Westfield London and Imperial College London developments. These images are indicative only and should not be relied upon as an accurate representation of the actual development.

Elegant curving streets and beautiful gardens,
this area was designed to make the most
of its fresh air and the evening sunshine.

Now, just add in its cosmopolitan culture for
a great place for food, music, living.

This is West London



West London

More than a historic landscape, with its Georgian stucco villas and grand Victorian museums and galleries, West London is a soulful mix of easy London living. It is lazy afternoons in the park, lunch breaks exploring the vibrant markets, or a late dinner somewhere local.



Portobello Road
Just six minutes away on the Central line, London's legendary antiques and vintage clothes market fills this mile-long street of pastel terraces from Notting Hill Gate to the top of Golborne Road. The market recently celebrated its 150th anniversary.



“There's a fantastic spirit and energy to West London with a real and authentic vibe, from the bars and street vendors to its history and heritage. I can step out of my door and go for a run down an avenue of beautiful grand houses and the next minute you can be in the park and lose yourself.”

George Yandell
Creative Producer, Spring Studios

Westbourne Grove

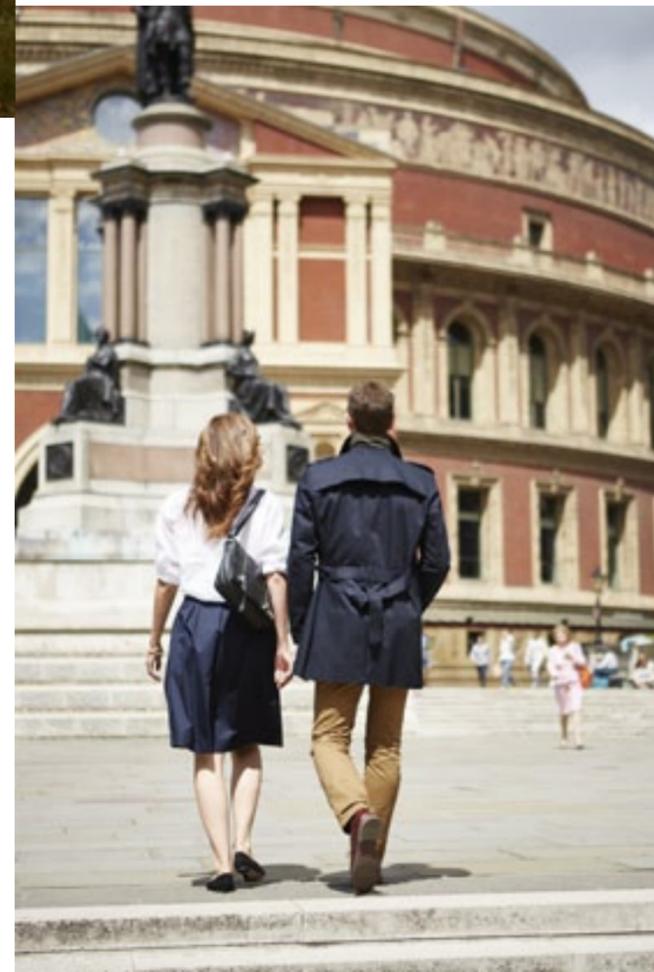
Traditional shop fronts in bright colours, Notting Hill's shopping street mixes café culture, contemporary design and premium fashion, with the likes of organic farmshop Daylesford, easy-going antipodean restaurant Granger & Co, modern furniture from SCP, Los Angeles luxury basics at James Perse, and the latest Parisian fashion from Sandro.





Hyde Park

This 350-acre Royal Park has great expanses of green space criss-crossed by tree-lined avenues. Important landmarks include Kensington Palace and The Serpentine lake, with rowing boats and a lido. A haven for runners and cyclists, the park also has its own tennis courts, bowling and putting greens, not to forget the five miles of bridleways that have been an attraction since the park opened to the public in 1637.



Albertopolis

Named after Prince Albert, a champion of philanthropic causes, 'Albertopolis' is the cultural quarter around Exhibition Road, including; the Natural History Museum, Royal College of Art, Royal College of Music, Royal Geographical Society, Science Museum and Victoria & Albert Museum.

Night life

West London has some of the city's best music venues and theatres, including; The Shepherd's Bush Empire, Bush Hall, Bush Theatre, Lyric Hammersmith, Eventim Apollo, Notting Hill Arts Club and the Royal Albert Hall.





Portobello Dock

Headquarters of fruit smoothies and juice company Innocent and furniture designer Tom Dixon, this area on the Regent's Canal is also home to the Dock Kitchen, a Modern European restaurant in a converted Victorian wharf.



“Having that creative community in West London makes it easier to live, work and start a business here. It’s incredibly peaceful first thing in the morning. You see your locals who you see all the time and say hello. It’s like village life.”

Anna Williamson
Director, Yolke

White City

From treasured institutions to international exhibitions, the area has a proud place in London's history, and bold new plans are once again set to put White City on the world stage.



A proud history

White City began life as one impressive and ambitious project – the 1908 Franco-British exhibition. Aimed at uniting the two countries by celebrating their global successes, the beautiful and expansive exhibition constructed in white stucco gave rise to the area's name – White City.

White City was also host to Britain's first Olympic games, and historically set the standard length of a marathon – at 26 miles and 385 yards, it was the distance from Windsor Castle and its royal spectators to the White City Olympic Stadium.



Totalling 145 acres, the ambitious regeneration of White City includes a new academic hub and campus for Imperial College London, expansion of Westfield London, new homes and a new public park, and the redevelopment of the former BBC Media Village into a new office quarter – White City Place.

White City will bring together science, innovation, academia and the creative sector, providing a dynamic place to live and work thus reinvigorating this historic West London neighbourhood.



Imperial College London
White City Campus

“There’s a wonderful heritage at Television Centre of breaking down silos and bringing people together. Imperial College will be doing the same thing. Academics and intellectuals want to be where they can interact, with each other and the community. White City is the right location.”

Alice Gast,
President, Imperial College London

White City Place



Westfield London

The UK’s No.1 shopping centre’s second phase will bring the total to 425 shops, cafés, restaurants and leisure, including a new department store from John Lewis, which will open in 2017.

White City Place

The former BBC Media Village is also being redeveloped. As White City Place, up to 1.5 million sq ft of offices and retail will create a vibrant working environment for new workers and the BBC’s existing 3,000-strong community.

Berkeley St James

A cluster of new apartment buildings will centre around a new public park opposite Television Centre.

Imperial College London

This world-leading science-based university is investing £3bn in a 25-acre site, creating a new hub for the intersection of commerce and industry.



White City
A shopping destination

Westfield London is the UK's No.1 shopping centre, with an enviable collection of brands and restaurants. There is also a 17-screen cinema and Waitrose supermarket.

Westfield London has commenced construction on a second phase that will create one of the largest shopping centre in Europe with a total of 425 shops, eateries and leisure, including a new department store from John Lewis in 2017.



Flagship John Lewis

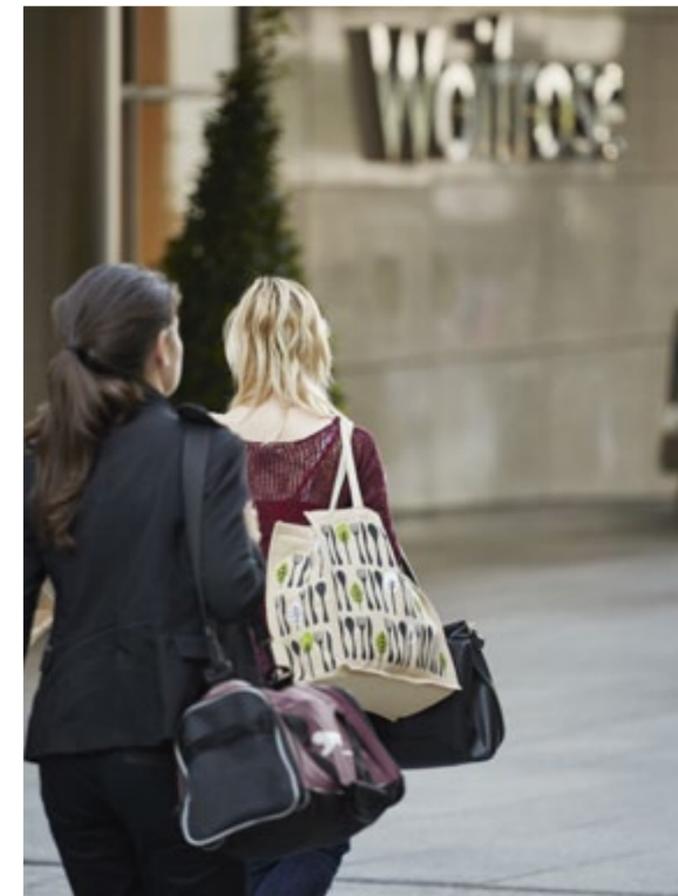
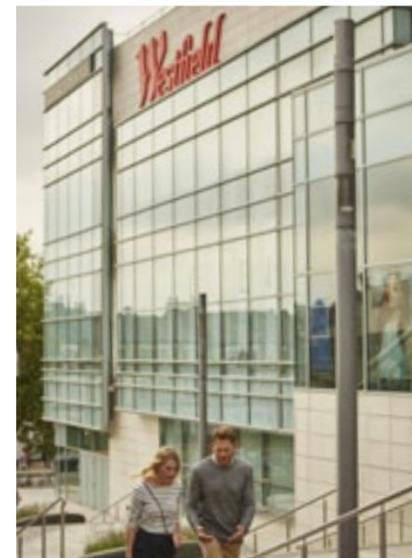
The well-loved British brand will open a new eight floor flagship department store opposite Television Centre at the end of 2017, offering fashion, homewares, sports equipment and technology, all delivered with their famous customer service and complemented by the Waitrose supermarket already on-site.

© Westfield Shoppingtowns Limited

30
31

Westfield London includes:

- Apple
- Aquascutum
- Burberry
- Gucci
- Jimmy Choo
- John Lewis
- Louis Vuitton
- Prada
- Tag Heuer
- Tiffany & Co
- Waitrose

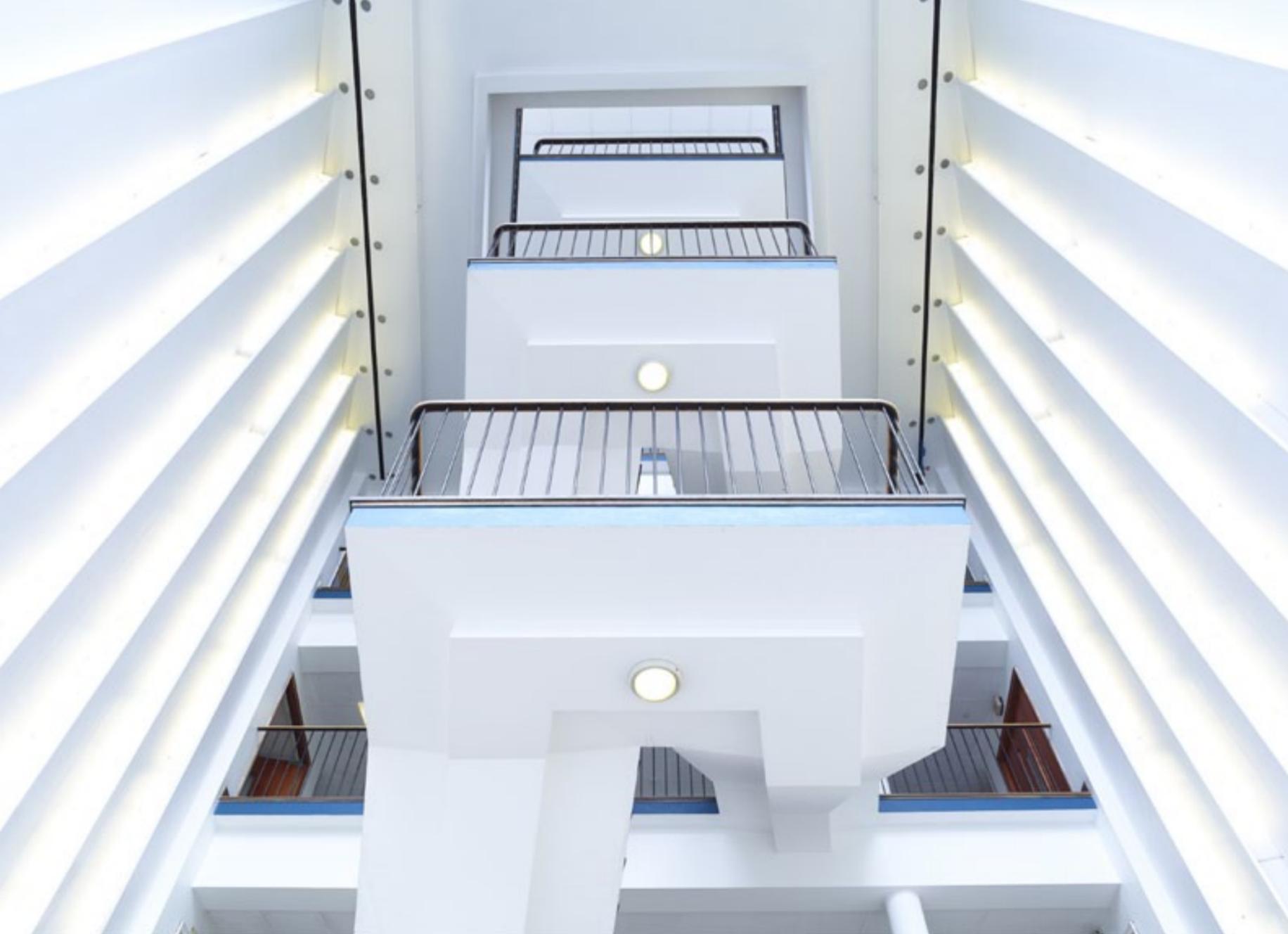




Television Centre

Television Centre is the reinvention of a London landmark into a working, living, thriving community. Television studios with live audiences. Independent restaurants and art house cinema. Premium health club, pool and spa. Private gardens and redesigned historic terraces with cultural events. Soho House hotel and private members' club.





Television Centre
Design heritage

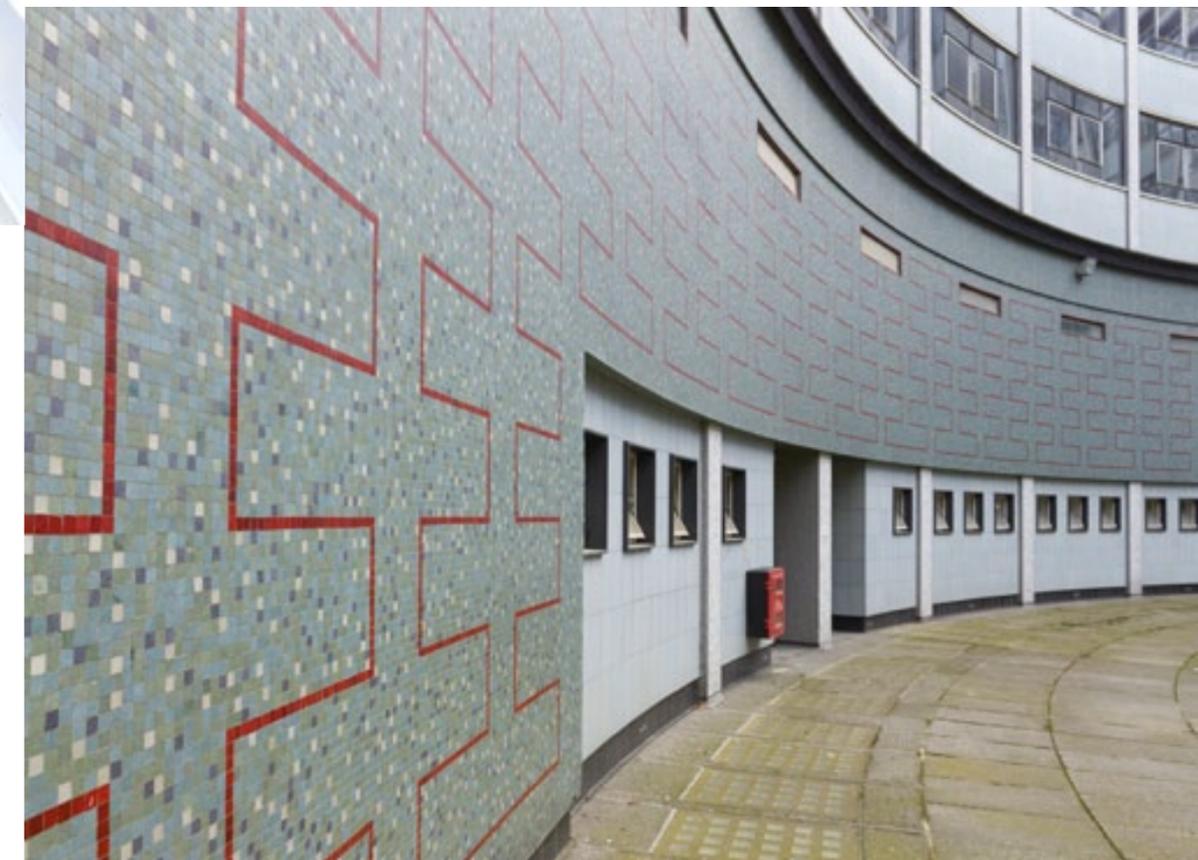
Invested with bold architectural vision and original artworks, Television Centre is a brilliant example of Mid-century Modern design.

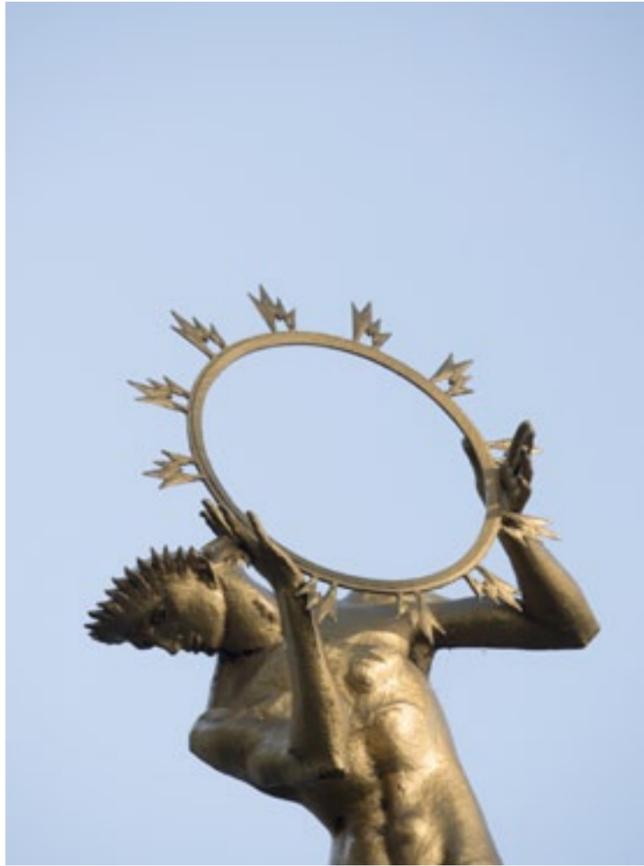
The new Television Centre honours the original design by restoring many original and Grade II listed features, such as the mosaic mural by John Piper, the floating cantilevered staircase, and the original ceramic tiling in the Helios Courtyard.



“Since its creation, the initials BBC have come to have a special meaning to the world at large. BBC television was the first in the field. And its programmes represent all that is most modern in television thought. Its aim is to make good programmes popular, and popular programmes good. Its only concern is the viewer.”

Commemorative flyer from the opening of Television Centre
29 June 1960





Residential
Living at Television Centre

Life at Television Centre is designed in the round, with the complete provision of modern amenities including health club, swimming pool, luxury spa, 47-bedroom hotel, four-screen cinema and independent cafés and restaurants overlooking the terraces.

Television Centre also offers residents 24-hour concierge – to take receipt of deliveries and welcome guests – residents' lounge with outdoor seating, and a screening room that can be used for private events and special occasions.





Residential
The Helios

The Helios apartments and penthouses circle the Helios statue at the centre of Television Centre.

The reimagined Grade II listed courtyard apartments retain many original features, such as exposed concrete beams, aluminium framed windows, polished concrete flooring and distinctive, gently-curving walls.

In the garden apartments, new inset balconies and generous windows have been added to enjoy the views of the private grounds.

Residents' lounge

With indoor and outdoor seating, the lounge will have quiet areas for meetings, sociable areas for visitors, and separate rooms for private dinners or functions.



Residential

The Crescent

The Crescent is a new collection of apartments that wraps around The Helios, creating tranquil gardens in-between.

The apartments in The Crescent are distinctly modern in design, with views from individual balconies overlooking Hammersmith Park or the new private gardens, and dual aspect apartments enjoying both. Ground floor apartments also have their own private gardens.

42

43



Entrances

The long curving row that makes up The Crescent is separated into five entrance lobbies, each with a central core of lifts providing access to individual floors and apartments.



Wellness

Health club, pool and spa

From a staircase that spirals around and underneath the famous Helios statue, the health club is a vast space at the centre of Television Centre. It has an excellent range of gym equipment and facilities, including swimming pool, steam room, sauna, dance studio, spin studio and mind and body studio.



Green space

In leafy West London, Television Centre is surrounded by beautiful green spaces with excellent sporting amenity, from adjoining Hammersmith Park with its tennis and basketball courts, to the tranquil beauty of Holland Park or the glorious royal parkland at Hyde Park and Kensington Gardens.



Lifestyle

Restaurants and cinema

A carefully curated selection of cafés and restaurants opens out onto the central terraces with alfresco summertime dining. Soho House sets the tone with a new restaurant on the ground floor, matched by restaurants offering high quality dining from independent groups.



46
47



Independent cinema

A four-screen cinema will show a selection of blockbusters, art house films and special screenings for residents and visitors alike.





Soho House Berlin

Hotel and members' club

Soho House

Soho House hotel will provide 47 bedrooms with views over the famous Television Centre terraces as well as a restaurant at ground floor level.

The private members' club for people in the creative industries specialises in creating a comfortable home-from-home. The multi-levelled club at Television Centre will feature a rooftop swimming pool and bar – the perfect place for members to enjoy Soho House's exclusive lifestyle and trademark cocktails.



BBC Studios and Post Production

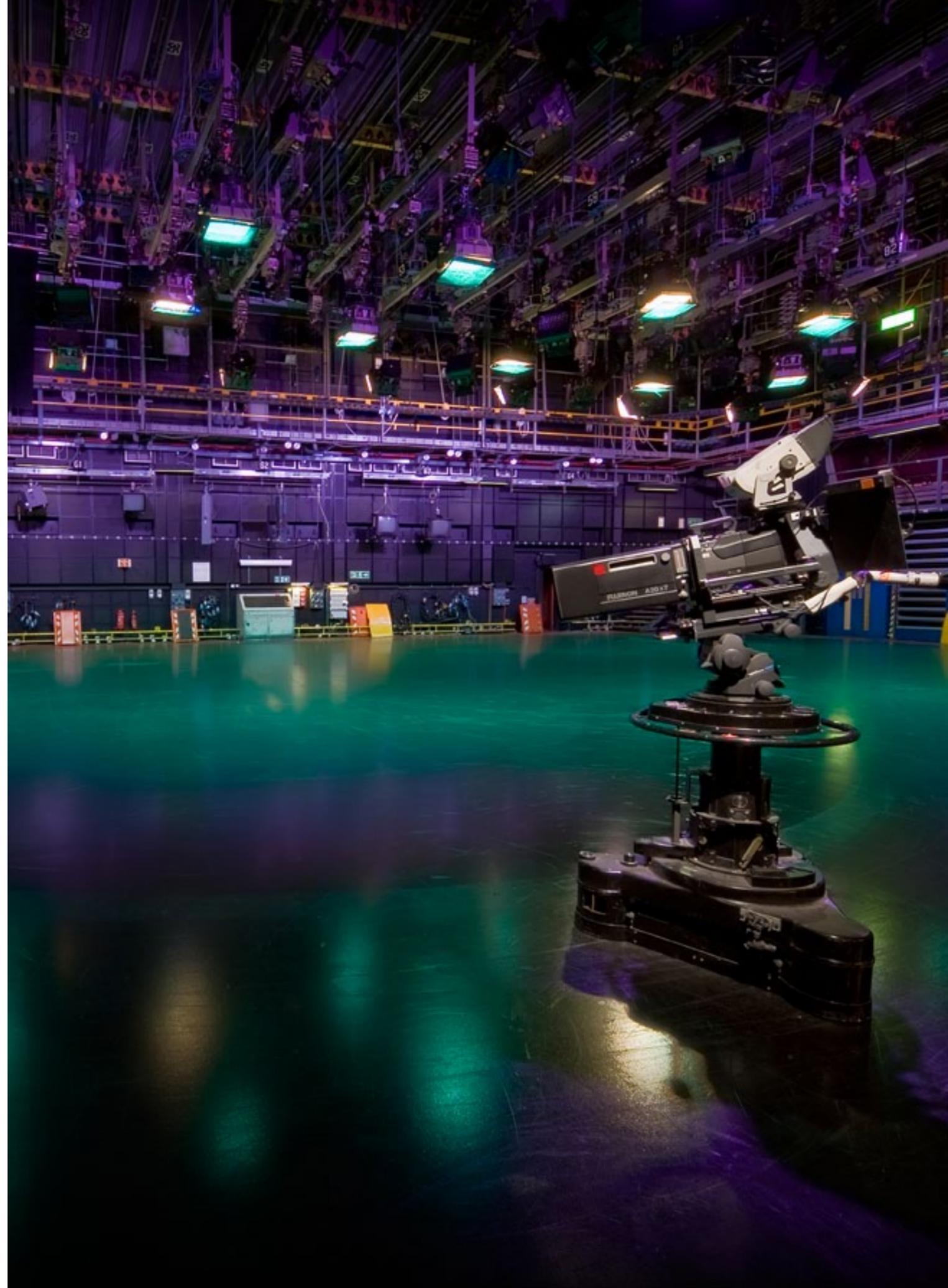
Three of Television Centre's historic studios are being refurbished to provide up-to-date television recording spaces, complete with in-house expertise and equipment.

The studios are operated by BBC Studios and Post Production – a fully-owned commercial subsidiary of the BBC – and will be run as independent commercial entities, contributing to the wealth of rich programming that we enjoy in this city.



TV gold

With a rich history of programme making, the BBC's commercial arm has been broadcasting television excellence from Studios One, Two and Three for many years – Comic Relief, Blue Peter, Later... with Jools Holland, Strictly Come Dancing and multiple general elections.





Offices

2 Television Centre

Two new office buildings are at the centre of Television Centre's daytime vitality.

Designed by architects Allford Hall Monaghan Morris, 2 Television Centre makes up one side of the site's famous terraces, with 280,000 sq ft of premium specification office accommodation contained within a new facade of brick and expansive glazing. Within the building, an internal street lined with restaurants links the ground floor from front to back.

Television Centre's offices are all finished to a Grade A standard. Designed with modern occupiers in mind, the offices feature large bike stores with changing rooms, and concierge for employees, visitors and deliveries.



Offices

3 Television Centre

3 Television Centre has been designed by architects Duggan Morris with 110,000 sq ft of office accommodation, large terraces overlooking the green space of Hammersmith Park, and a café on the ground floor that will be open to the public.

BBC Worldwide

With its London-based staff under one roof for the first time in its history, BBC Worldwide launched its new headquarters in April 2015.



West London
Well connected

Television Centre has easy access to London's vast transport network. With White City, Wood Lane and Shepherd's Bush stations, the area is served by excellent Underground, Overground, bus and road routes into the West End, the City and Canary Wharf, and will include access to Crossrail in under 10 minutes from 2018.

White City

White City on the Central line provides access to Bond Street in 12 minutes, Bank in 22 minutes and Canary Wharf in 32 minutes.

Wood Lane

Wood Lane on the Circle and Hammersmith & City lines offers links to Paddington in 7 minutes and St Pancras International for Eurostar services in 20 minutes.

Shepherd's Bush

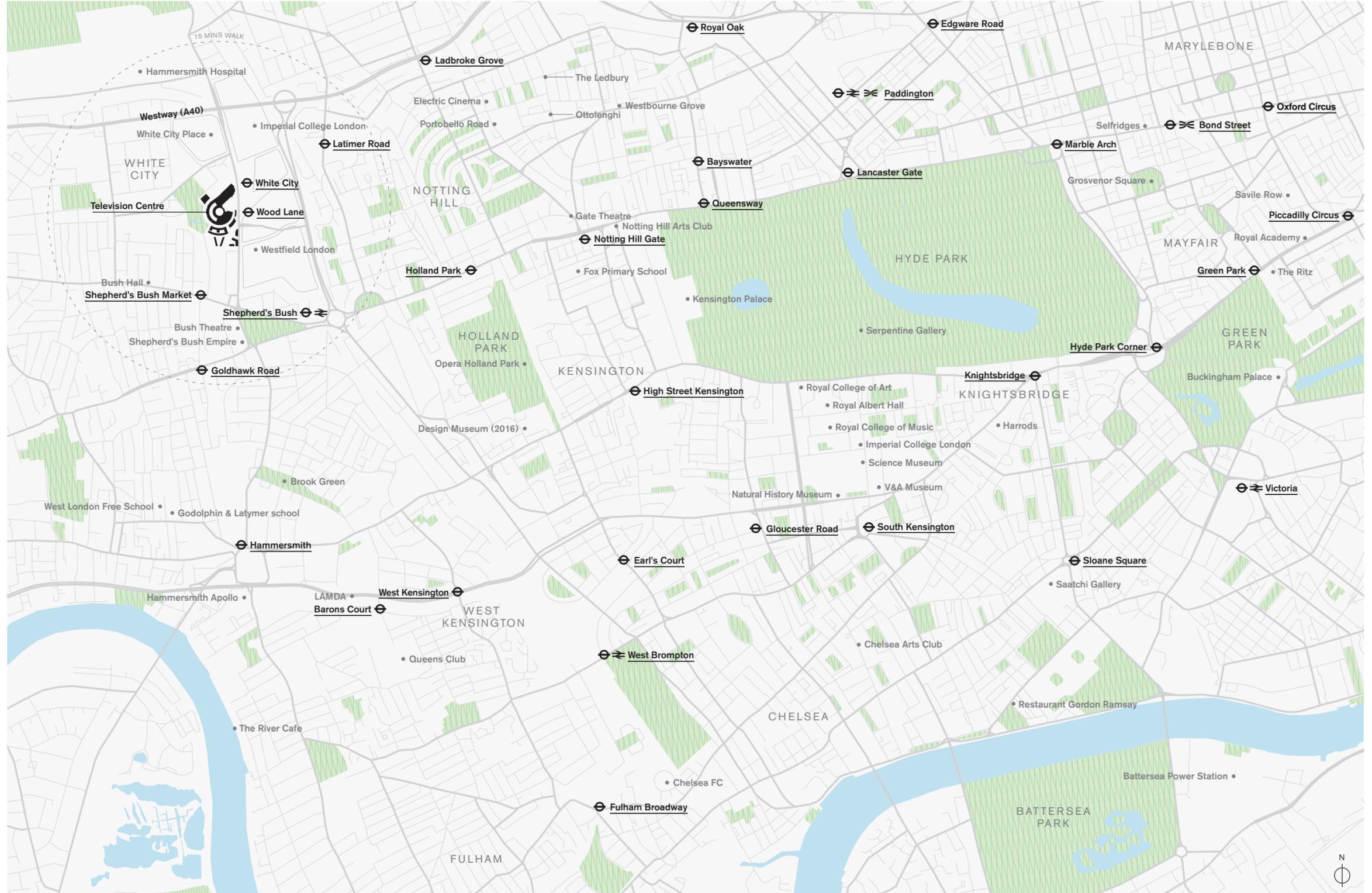
This Overground station has access to Kensington Olympia in 2 minutes, Chelsea Harbour via Imperial Wharf in 5 minutes and Clapham Junction for the Gatwick Express in 17 minutes.

Westway

A quarter mile from the Westway (A40), the West End is less than 10 minutes away, while a taxi to London Heathrow takes just half an hour.

Walking

Walking in West London is a pleasure, with Portobello Road, Westbourne Grove, Holland Park and the Regent's Canal just a walk away.



Travel times from Television Centre:

Paddington
7 minutes

Bond Street
12 minutes

Bank
22 minutes

Heathrow
30 minutes

Canary Wharf
32 minutes

The Team

The Team

Stanhope

With 30 years' experience and more than £20 billion in completed projects behind them, Stanhope is a team of development entrepreneurs. Their track record includes landmark London projects, such as Broadgate, Central Saint Giles, Chiswick Park and Paternoster Square.

Uniquely, the majority of the Stanhope executive team have worked together for over 15 years, applying their depth of experience and significant expertise to each and every project and at all stages of a development.

Recognised for green credentials, considerate employer status and construction innovation, Stanhope has been variously awarded by the Royal Institute of British Architecture (RIBA), Royal Institute of Chartered Surveyors (RICS), Stirling Prize, Building Magazine Awards, British Council for Offices (BCO) Awards, Construct Awards, International Green Apple Awards, and was named as one of the London Stock Exchange's 1,000 companies to inspire Britain.



Tate Modern, London

Royal Opera House, London

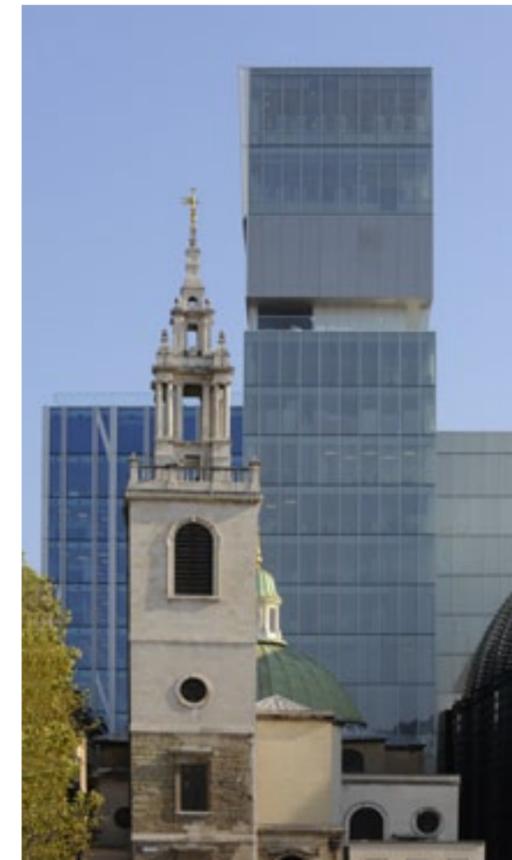


“It’s all about creating places. With the built environment you can create the framework, but for long-term success, it’s about the people, the businesses and communities that thrive within it. We want to bring the spotlight back to the west – it’s the spiritual home of the creative industries.

“We want to make Television Centre a proper community. We’re starting with its heritage – three studios are at its heart. If we’re sympathetic, we can preserve what Londoners love best about these buildings.”

David Camp
CEO, Stanhope

Rothschild Bank Headquarters, London





5 Hanover Square, London



Hudson Yards, New York



8-10 Moorgate, London



Midtown, Tokyo

The Team

Mitsui Fudosan

Mitsui Fudosan UK is the wholly-owned subsidiary of Mitsui Fudosan Co. Ltd, and is the UK and European arm of the Mitsui Fudosan Group. Based in Tokyo and listed on the Tokyo Stock Exchange, it is Japan's leading property company.

Mitsui Fudosan has a comprehensive and fully integrated range of property businesses, including investment, trading, development, and property management. The company is a pioneer of innovative development schemes and real estate services, and is renowned for the design and construction of some of Japan's best office, retail, residential, and mixed-use projects.



Eighth Avenue Place, Calgary



Eighth Avenue Place, Calgary



King's Cross, London

62
63

The Team
**Alberta Investment
Management Corporation**

Alberta Investment Management Corporation (AIMCo) is one of Canada's largest and most diversified institutional investment managers with more than \$75 billion of assets under management. They are responsible for the investments of 27 pension, endowment and government funds in Alberta and work closely with clients to ensure that their strategies meet their clients' objectives. As a high performing investment manager, AIMCo finds the best opportunities from around the world, and delivers results.

The AIMCo real estate portfolio is globally focused and presently invested in Canada, United Kingdom, continental Europe, United States, and Mexico. In Canada, the portfolio is comprised of over 31 million square feet of office, retail, industrial property plus 5,200 residential apartments, ranging from large core investments to ground-up development projects. AIMCo's non-Canadian real estate portfolio is focused on the development and refurbishment of high quality mixed-use, office, retail, and residential properties in partnership with best in class local managers.



The Team

Allford Hall Monaghan Morris

Allford Hall Monaghan Morris (AHMM) designs buildings that are satisfying and enjoyable to use, beautiful to look at and easy to understand.

They begin every project by establishing a strategy, rather than a design solution – a strategy that identifies the aims, the practicalities and the opportunities. This means they find the way to create great architecture for every site.

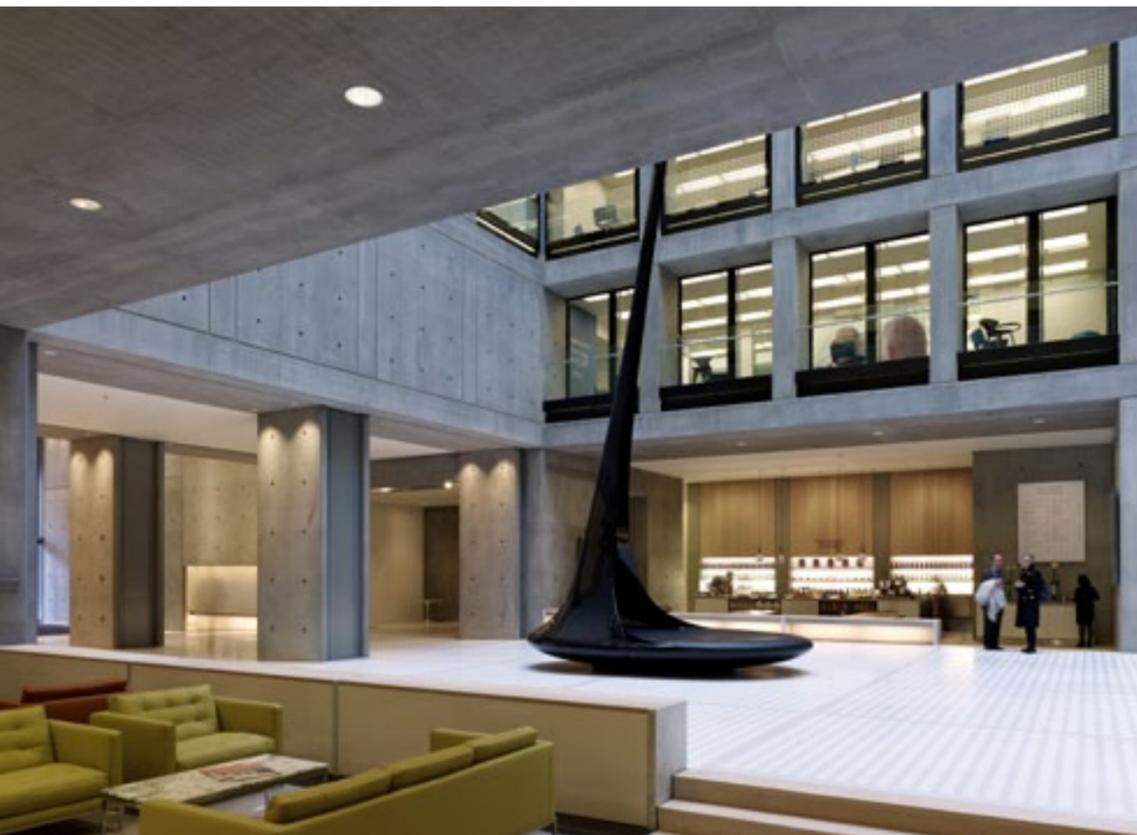
AHMM creates places that flourish over time, and it is a methodology that has garnered them much praise, accolades and devoted clients. In 2015, they were shortlisted for the Stirling Prize – Britain's most prestigious architecture award – for the fourth time in the firm's history.

For over twenty years, they have made architecture that resonates with those that will come to live and work there, and responds to the most up-to-date construction techniques. Their work can be found internationally, with current projects in Amsterdam, Ghana and Oklahoma City that feature commercial, retail, residential, amenity and educational elements.

In London, they have worked on many projects including the Angel Building, Burntwood School, Embassy Gardens and Nine Elms.



Burntwood School, London



Angel Building, London

Surrey Lane, London



“Television Centre is the project of a lifetime for any architect. For the past three years I’ve spent the majority of my time on it because I want to get it right.

“Television Centre is the most radical reinvention of a building I’ve ever seen. A working, living, playing community – that rich mix is rare. You get this in New York City and Tokyo, so the design needs to live up to this ambition.”

Paul Monaghan,
Director, AHMM

The Team

Gillespies

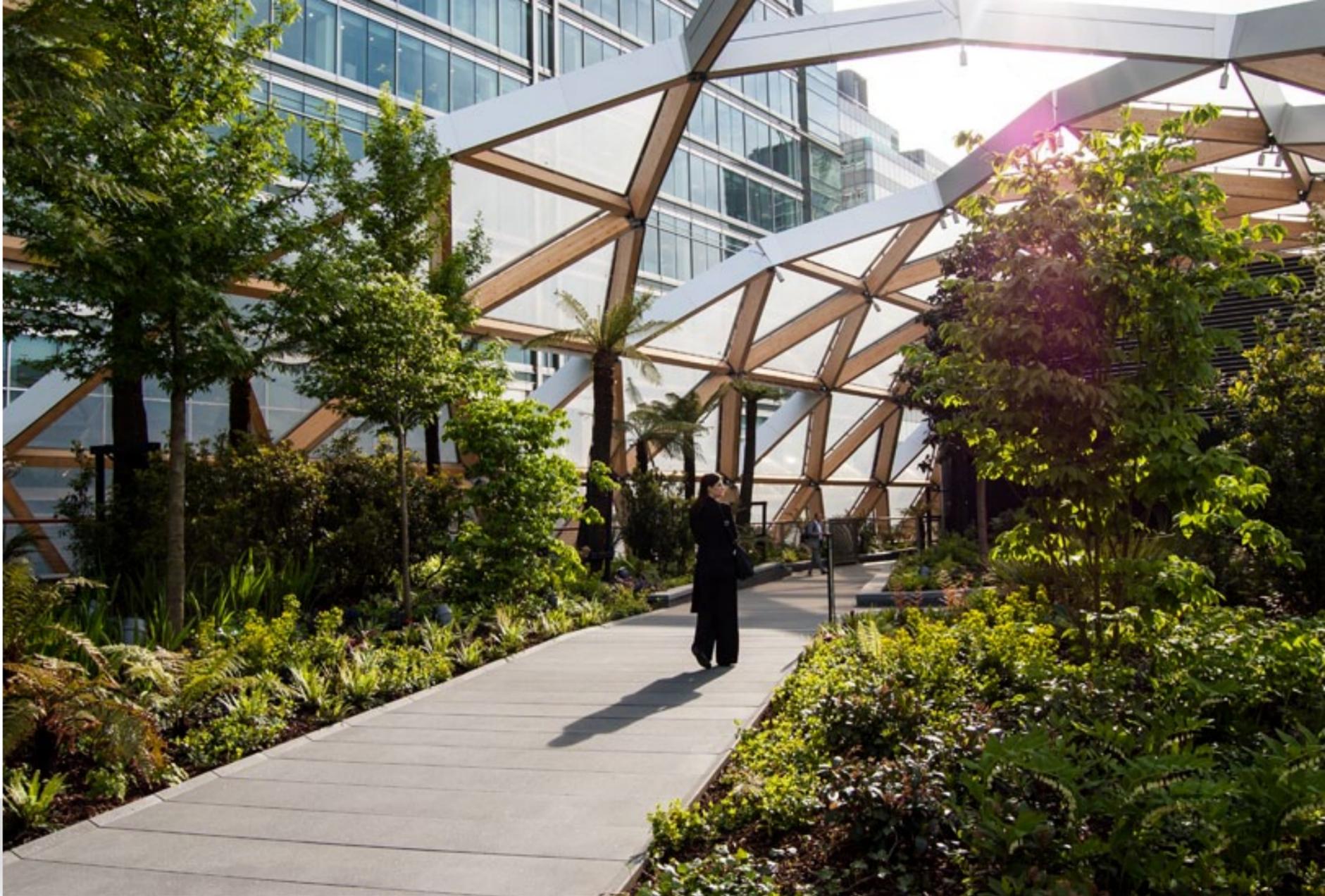
Gillespies is a leading landscape architecture practice with over 50 years' experience and a reputation for designing some of the largest and most complex commissions in their field. Their work has been recognised by numerous industry awards.

Gillespies is producing the landscape and public realm designs for Television Centre, which will be opened up to the public for the first time and become a welcoming and exciting West London destination. Always mindful of retaining a sense of place, they design in harmony with local environments, creating stimulating places that respond to their community.

Working with the architects and developers, Gillespies is creating a sustainable Television Centre, specifically focusing on how it will fit in within the community, and how it will become an established place with a clear identity.

66

67



Canary Wharf Crossrail, London

“Television Centre is a unique project for us; getting to open up something that was previously closed. It’s transformative and about people. There will be a big emphasis on seasonality – whenever you go there, something is happening. We’re introducing woodland and a powerful palette of planting. Something that responds to the architecture. A place to play, but also a graphic space that you can look over and that will accentuate the concentric rings that are a primary design motif of Television Centre.”

Stephen Richards
Director, Gillespies

NEO Bankside, London

Development Team

Stanhope
Mitsui Fudosan
Alberta Investment Management Corporation

Architecture
Allford Hall Monaghan Morris

dRMM
Duggan Morris
Maccreanor Lavington

Landscape Design
Gillespies

STANHOPE

 MITSUI FUDOSAN



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3. These particulars were prepared from preliminary plans and specifications before the completion of the properties and are intended only as a guide for the marketing of Television Centre. Elements may change during construction and final finishes could vary. Prospective purchasers should not rely on this information and should ensure that their solicitor checks the plans and specification attached to their contract.

Design by dn&co.
dnco.com

September 2015

Joint Sales Agents



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www.savills.co.uk
newhomes@savills.com



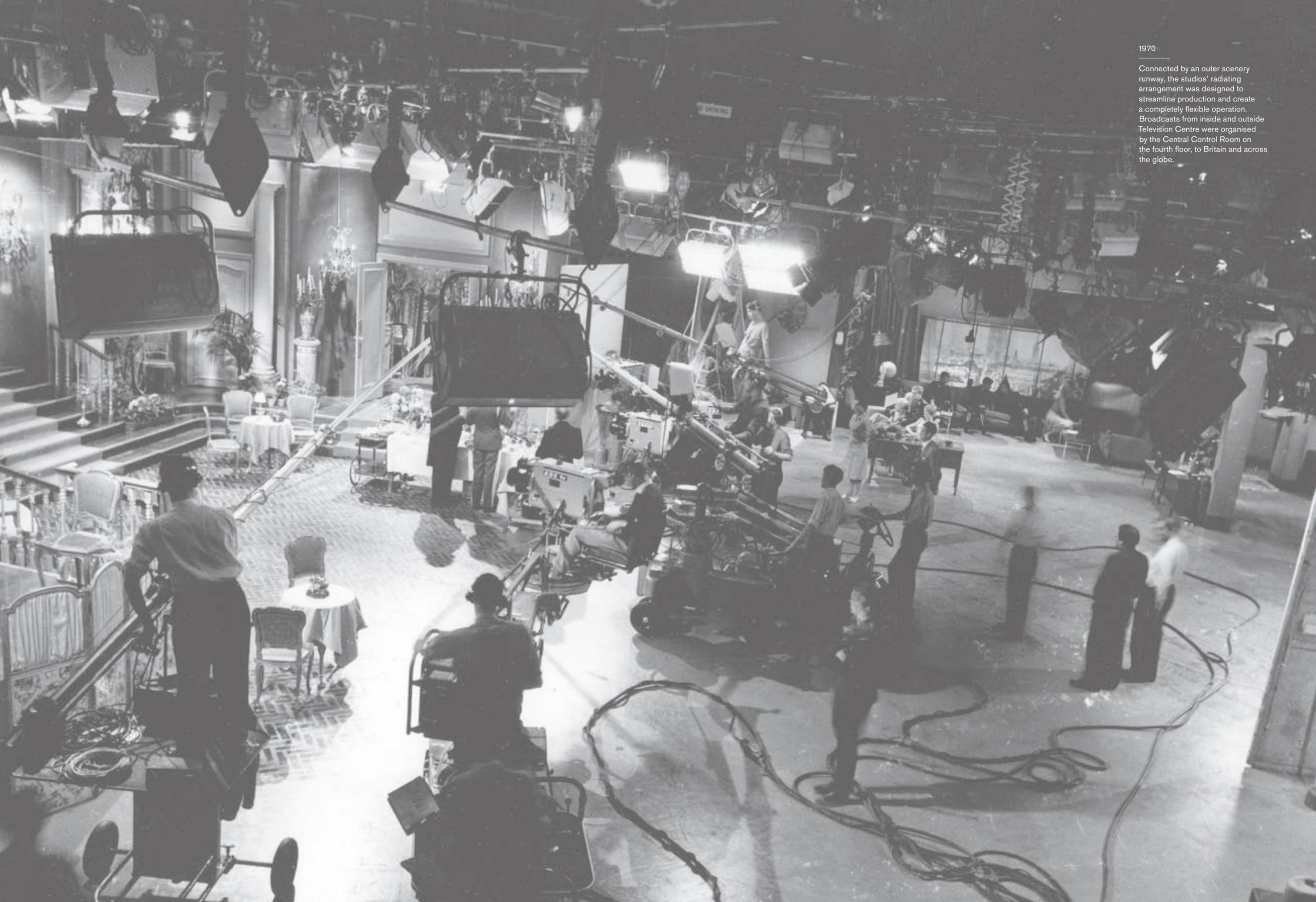
Strutt & Parker
+44 (0)20 7318 4677
www.struttandparker.com
newhomes@struttandparker.com

televisioncentre.com



1966

Broadcasting moments of national significance, this was the World Cup '66 set at Television Centre designed to cover that famous contest.



1970

Connected by an outer scenery runway, the studios' radiating arrangement was designed to streamline production and create a completely flexible operation. Broadcasts from inside and outside Television Centre were organised by the Central Control Room on the fourth floor, to Britain and across the globe.



1984

Television Centre was the birthplace of children's show Blue Peter with its famous badges, fundraising 'totaliser', pets and presenters, here featuring Simon Groom, Janet Ellis and Peter Duncan.

2006

Hosted by Trevor Nelson, Beyoncé performs live at Television Centre on a specially constructed stage on the terraces.

Television Centre





2010

With its vast studios, Television Centre hosted many large-scale productions, from Doctor Who to Coldplay at Top of the Pops.

TELEVISION CENTRE