

Television Centre

# Residential Overview

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# Welcome to Television Centre



Television Centre, the iconic former headquarters of the BBC, has been transformed into a new West London destination. Live inside a London landmark, with restaurants, cafes, TV studios and Westfield London on your doorstep. Residents also benefit from a gymnasium with swimming pool and hammam managed by Soho House – who have a members' club, 45-bedroom hotel, Electric Cinema and restaurant on site.



Television Centre

# White City today... and tomorrow

White City is a true West London destination: with excellent transport connections, unrivalled retailing, world-class education facilities, a wealth of social and cultural establishments, an established employment hub and a growing selection of quality new homes.



A40 Westway

Imperial  
College

White City Place

White City

Wood Lane

White City House

Television Centre

Shepherd's Bush

Westfield London

# Introducing The Architects' Series

It takes a visionary mind to give new life to an architectural icon. The transformation of Television Centre was led by Paul Monaghan, the RIBA Stirling Prize-winning director of Allford Hall Monaghan Morris (AHMM). To realise the full design potential of this rare opportunity, he hand-picked a collection of Britain's finest contemporary architects to join him in designing the most premium apartments in the scheme: the Architects' Series.



Clockwise from top-left:  
Paul Monaghan and Susie  
le Good from AHMM,  
Scott Grady and Tomas  
Stokke from Haptic, Julie  
Humphryes and David  
Archer from Archer  
Humphryes, Phil Coffey from  
Coffey Architects, and Stuart  
Piercy and David Cawston  
from Piercy&Co.

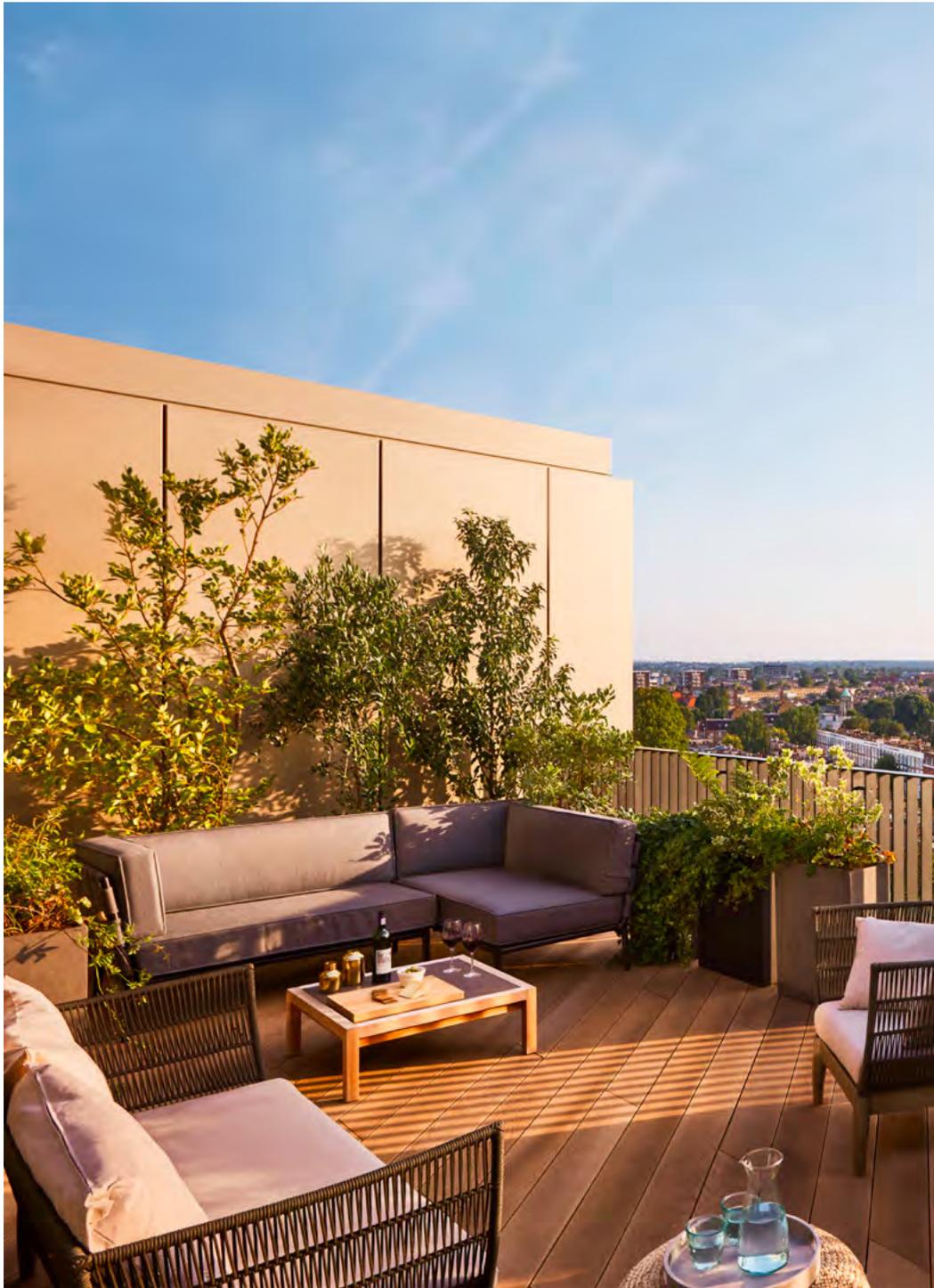


Of the many practices long-listed, only four were selected to work alongside AHMM on this prestigious project: Archer Humphryes, Coffey Architects, Haptic and Piercy&Company. Precision, craftsmanship and expertise are just some of the qualities that unite the team behind these bespoke, one-off apartments, which sit atop the historic Helios and the newly built Crescent.

**The Premium Apartments**

Each two or three bedroom premium apartment expresses the design philosophy of its architect, and each apartment is their way of redefining a given space: the layout, spatial planning, materials and detailing. The goal was simple: to create unique and characterful residences at the top of the development.







### The Penthouses

Every home tells a story. Where you've been, who you're close to, what inspires you – it's palpable as soon as someone enters a space. Every story needs a beginning, and this one begins with rich material palettes forming the glorious spaces. Architects Allford Hall Monaghan Morris, Archer Humphryes and Haptic have created distinctive penthouses, the rest of the story is up to you.



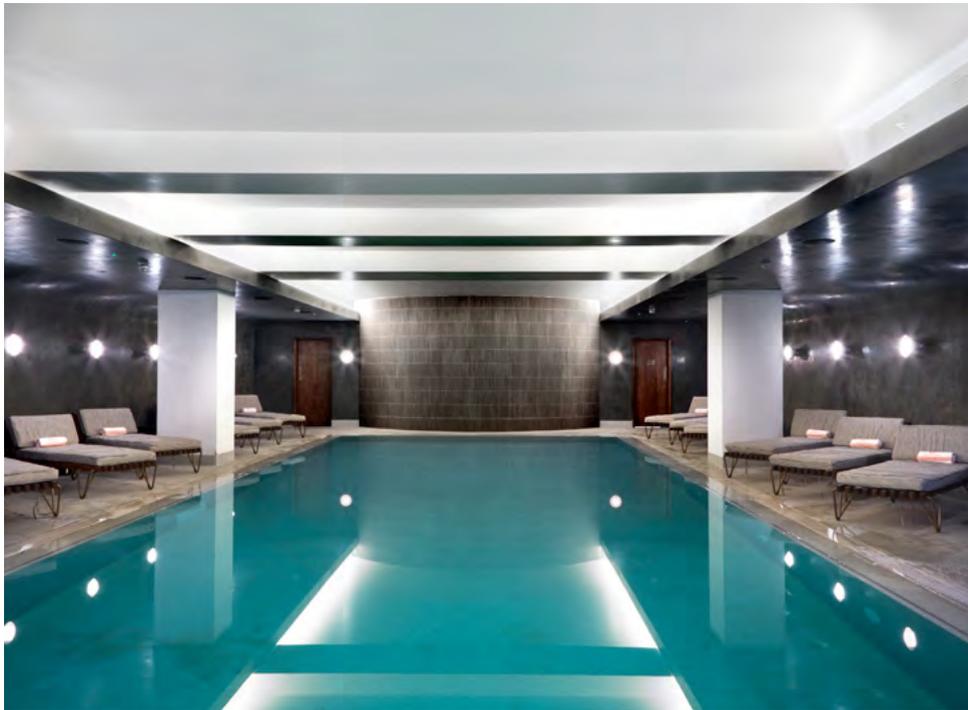
## Resident Amenities

Television Centre is a private estate that provides residents with a range of services and facilities, including:

- Hotel-style lobby with 24 hour concierge
- On-site estate management and security team
- Dedicated residential lifestyle manager
- Residents' lounge with meeting room and co-working area
- Gymnasium with swimming pool and hammam
- Private screening room
- Landscaped courtyard gardens
- Basement car and cycle parking

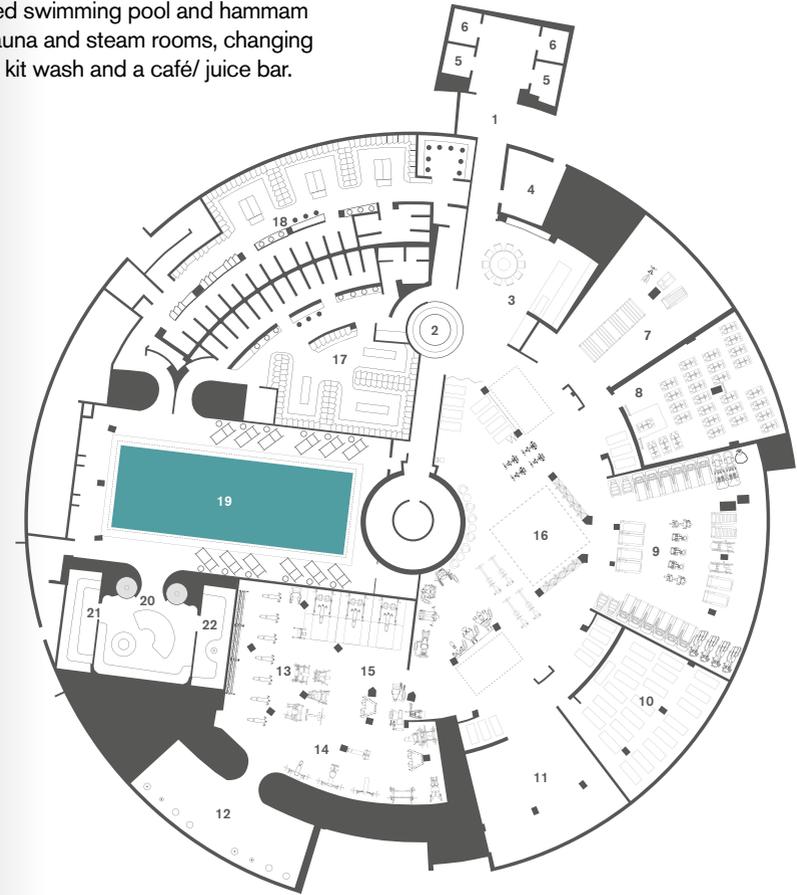






### Gymnasium

A large gymnasium is provided beneath the Helios managed by Soho House. It offers residents a gym floor with fitness machines and free weights, 4 fitness studios with classes and PTs for hire, a heated swimming pool and hammam with sauna and steam rooms, changing rooms, kit wash and a café/juice bar.



- |                                     |                           |
|-------------------------------------|---------------------------|
| 1 Entrance / exit                   | 12 Boxing and kettle bell |
| 2 Reception                         | 13 Free weights           |
| 3 Juice bar                         | 14 Plated weights         |
| 4 Kit collection                    | 15 Olympic platforms      |
| 5 Hotel guests & club members' lift | 16 TRX rig                |
| 6 Residents' lift                   | 17 Male changing room     |
| 7 Performance & conditioning        | 18 Female changing room   |
| 8 Spin studio                       | 19 Swimming pool          |
| 9 Cardio                            | 20 Hammam                 |
| 10 Yoga studio                      | 21 Sauna                  |
| 11 Open studio                      | 22 Steam room             |

# Estate Amenities

Television Centre has established itself as West London's newest social and dining destination. Bringing together up-and-coming chefs and established classics.

Breakfast or lunch on the terrace and dinner at the bar; take your pick from Flying Horse, Patty & Bun, Homeslice, The Allis and Cricket.

Bluebird Cafe brings contemporary European dining to the neighbourhood, just as it has to Chelsea and the King's Road since the 1990s. The Michelin-starred Endo at Rotunda completes the line-up – an exclusive 16 seat experience from world-renowned master sushi chef Endo Kazutoshi.





### Electric Cinema

White City is the second location for London's historic Electric Cinema, a feature of Portobello Road since 1911. This is cinema like you've only dreamed of: armchairs, cocktails, blankets and the finest releases shown at cosy, intimate screenings.

### TV Studios

The BBC's three television studios date back to the 1960s, and were the site of some of the UK's most famous programmes. Today they host daily live audience recordings for programmes such as The Jonathan Ross Show and Graham Norton.



### Soho Works

Soho Works is everything you'd expect from a new international network of workspaces by Soho House. Generous lounges allow hot-deskers to feel at home, and dedicated offices are available for businesses who'd like a little more privacy.

### White City Rooms Hotel

Stay with Soho House in the new 45-bedroom hotel with rooms overlooking the landscaped forecourt.



### Hammersmith Park

Hammersmith Park, with its original Japanese gardens of ponds, stone bridges and waterfalls from the 1910 Japan-British Exhibition, is a peaceful park directly accessible from Television Centre.

# Education

With some of London's best nurseries and schools within easy proximity, Television Centre is an excellent place to raise a family. A selection of primary schools are a short distance away, while world class institutions are a car journey away.

White City is also increasingly a hub for post-secondary institutions. The Royal College of Art and Imperial College (ranked 8th in the world in the QS World University Rankings® 2021) have campuses at White City, and other world-class universities are within easy reach thanks to Television Centre's excellent transport links.

## Primary education

St Stephen's C of E  
Primary School  
7 mins  
🚶

Notting Hill  
Prep School  
9 mins  
🚶

Bassett House  
School  
12 mins  
🚶

St John XXIII Catholic  
Primary School  
14 mins  
🚶

Tabernacle  
School  
14 mins  
🚶

Ark Burlington  
Danes Academy  
20 mins  
🚶

## Secondary education

Godolphin and  
Latymer School  
10 mins  
🚗

St Paul's  
Girls School  
10 mins  
🚗

Latymer Upper  
School  
10 mins  
🚗

Hill House  
Upper School  
18 mins  
🚗

Harrow  
School  
22 mins  
🚗

Eton  
College  
24 mins  
🚗

## Higher education

Imperial College  
White City  
5 mins  
🚶

RCA  
White City  
5 mins  
🚶

University College  
London (UCL)  
24 mins  
🚶

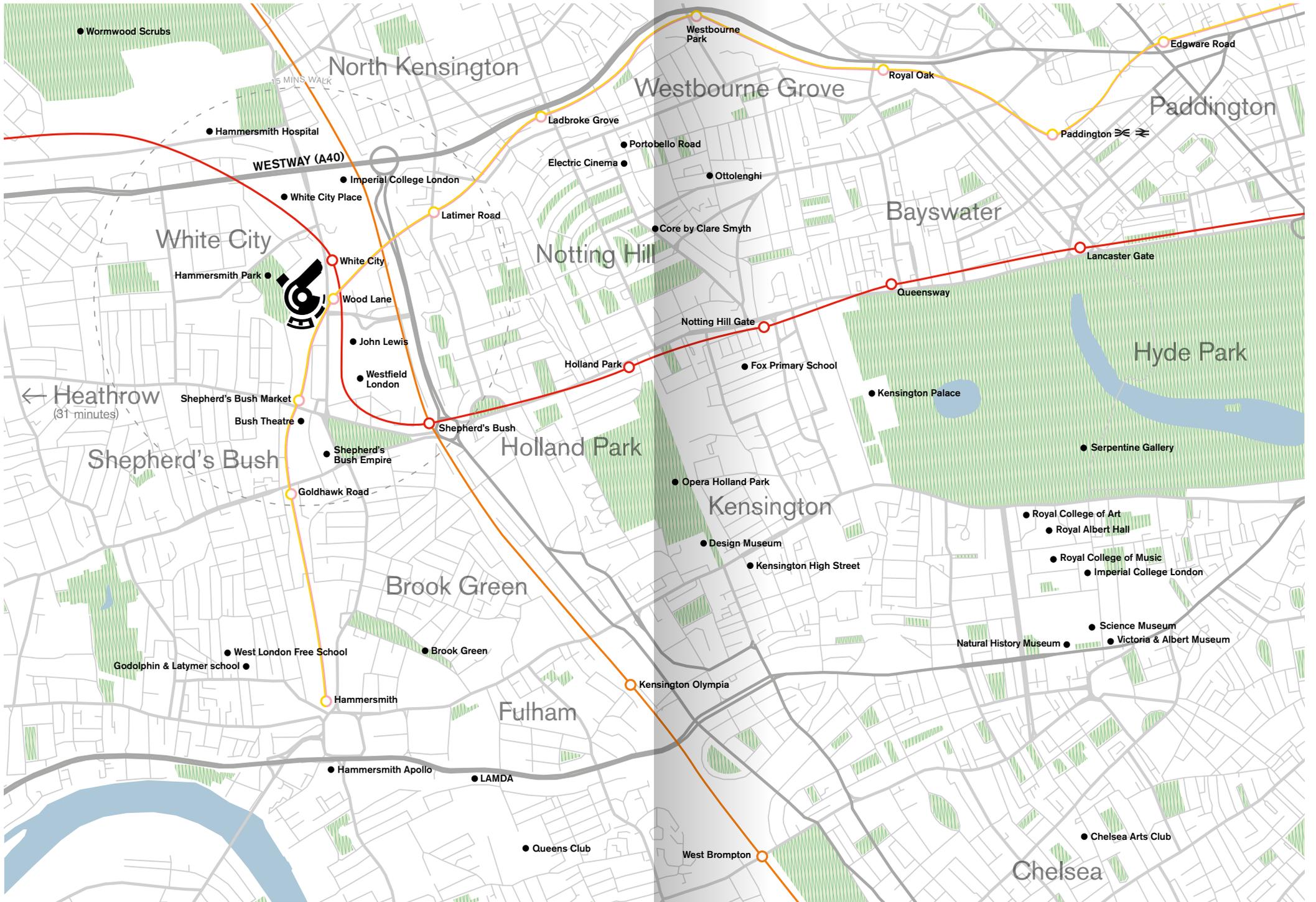
London School of  
Economics (LSE)  
26 mins  
🚶

Imperial College  
South Kensington  
31 mins  
🚶

Kings College  
London  
33 mins  
🚶



Images courtesy  
Imperial College London





# Connectivity and local area

## Underground and rail

Television Centre is served by three local stations: White City on the Central line, Wood Lane on the Circle and Hammersmith & City lines, and Shepherd's Bush on the Central line and national rail.

## Road

The West End is a 10-minute drive via the Westway (A40), and London Heathrow is just over half an hour by taxi.

## White City

Stretched over 145 acres between Notting Hill, Shepherd's Bush and North Kensington, White City is a rejuvenated historic area of West London designed for sustainable living. With an academic and research campus, established retail and leisure destinations, nucleus of creative employers, new homes and public park, there has never been a better time to choose to make White City your home.

## 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 Hammersmith, Holland or Hyde Parks, lunch breaks exploring the vibrant markets of Portobello and Shepherd's Bush, or a late film and dinner at Television Centre.

## Imperial College London

The world-leading science-based university is creating a new campus for academia, research and industry in White City. Completed buildings include The Molecular Sciences Research Hub, The Michael Uren Biomedical Engineering Research Hub and the Translation & Innovation Hub (I-HUB).

- 2 Shepherd's Bush ☎ ● ● ➤
- 4 Holland Park ☎ ●
- 5 Notting Hill Gate ☎ ● ● ●
- 7 Paddington (Crossrail 2022) ☎ ● ● ● ● ➤
- 10 Portobello Road (via Ladbroke Grove)
- 12 Bond Street ☎ ● ● ➤
- 14 Oxford Circus ☎ ● ● ●
- 22 King's Cross St Pancras ☎ ● ● ● ● ● ➤
- 22 Bank ☎ ● ● ●
- 32 Canary Wharf (Crossrail 2022) ☎ ● ➤
- 33 Heathrow Airport (Crossrail 2022) ✈ ➤
- 68 Gatwick Airport (via Clapham Junction) ✈

All travel times shown in minimum minutes, measured by Underground from White City or Wood Lane (source: TfL), except for Heathrow Airport which is measured by car.



## Investing in Television Centre

Television Centre is one of the most popular developments in West London, attracting a wide pool of renters thanks to an unrivalled choice of apartment types, selection of amenities, quick access to transport networks and even mix of owner-occupiers and tenants.

“Television Centre has proven to be one of the most popular developments in London for renters. The host of amenities it offers has not been rivalled by any other development at a similar price point.

The convenience of transport links has also made it hugely appealing to a broad range of tenants. Many investors have been very satisfied with the strong tenant demand and rental figures achieved.”

Lorenzo Carraro,  
Head of Residential Development Lettings,  
Savills

## Details

### Address

Television Centre, 101 Wood Lane,  
White City, London W12 7FW

### Local authority

London Borough of Hammersmith & Fulham

### Building guarantee

10 year BLP warranty from completion

### Tenure

975 year leasehold

### Energy Performance Rating

EPC: B

### Service charge

Contact the appointed agents for the latest information

### Ground rent

Premium/Penthouse    £1,000

### Reservation fees

Premium    £10,000

Penthouse    £20,000

# Contact and team

## Sales Suite

5 Television Centre  
101 Wood Lane  
London W12 7FW

+44 (0)20 8811 8720  
televisioncentre.com  
@ThisIsTVC

## Joint sales agents



## Architecture

Allford Hall Monaghan Morris

## Landscape design

Gillespies

## Development team

Stanhope  
Mitsui Fudosan  
Alberta Investment  
Management Corporation

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# TELEVISION CENTRE