

HOLBORN
The Michele Carby Practice



ONE WEST POINT
— LONDON W3 —





A MAJOR NEW DEVELOPMENT BY

City  Docklands



A W O R L D C L A S S D E V E L O P M E N T

London's only 54 level tower
offering some of the highest living space in the Capital
while also showcasing the largest
regeneration masterplan of its kind in the UK



ONE WEST POINT
— LONDON W3 —

THE OPPORTUNITY ABOVE ALL OTHERS

One West Point
will be central to London's
most dynamic new district -
with plans approved for the
largest new rail interchange
ever built in the UK

The combined high speed
services of HS2 & Crossrail
will transform the area into
**one of the best connected
residential districts**
in the UK

The infrastructure is in place

THE TRANSFORMATION HAS BEGUN



- Deluxe specification 1, 2 & 3 bedroom apartments arranged from level 3 to 42.
- Premium SKYLIFE 1 & 2 bedroom apartments rising from level 43 to 54 offering the highest living space in the Capital, second only to Canary Wharf.

Residents' lifestyle and leisure facilities are planned to include:

- 24 hour concierge with a full suite of services.
- Private dining suite.

The lifestyle above all else

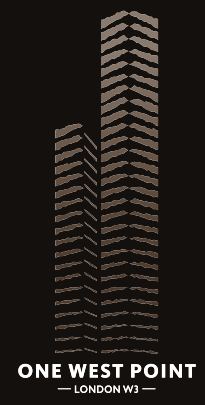
THE TOWER THAT TRANSCENDS ALL

- Private bar with adjoining courtyard lounge and feature fire pit.
- Tian Tian restaurant and foodhall.
- Branded coffee shop.
- Yoga, meditation and holistic suite.
- Fully equipped gymnasium.
- Private multifunctional screening room.
- Children's soft play retreat.
- Doggy daycare facilities.
- Co-working office space with state of the art communications and private boardroom.



Amenity & leisure facilities at One West Point

WILL BE SECOND TO NONE





- Refined Private Dining
- Sumptuous Lounges
- Cocktail Bar
- Coffee & Breakfast Bar
- 5-Star Gym & Wellbeing
- State of the Art Workspace
- Private Cinema & Entertainment Lounge

One West Point.



Private Roof Garden
Residents' Event Space
Tian Tian Foodhall
Fresh Daily Produce
Tian Tian Restaurant
Private Hire & Dining
Bespoke Concierge Service

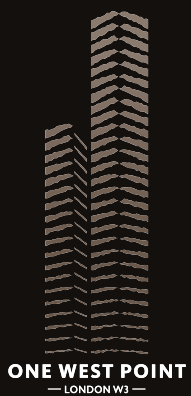






The life & style

One West Point will be so much more than West London's finest residential landmark - **it will offer a totally unique lifestyle**, the likes of which have never been seen before in the Capital








One West Point will be
2 minutes walk to tube services and just
6 minutes to Crossrail -
together delivering
London connectivity
second to none



-  Residents will be 2 minutes walk from Central Line tube services at North Acton.
-  White City will be 4 minutes, Westfield 7 minutes direct on the Central Line.
-  Crossrail will operate from Acton (6 minutes walk) and Old Oak Common (10 minutes walk approx).
-  One West Point will be 6 minutes from Zone 1 connectivity via Crossrail.

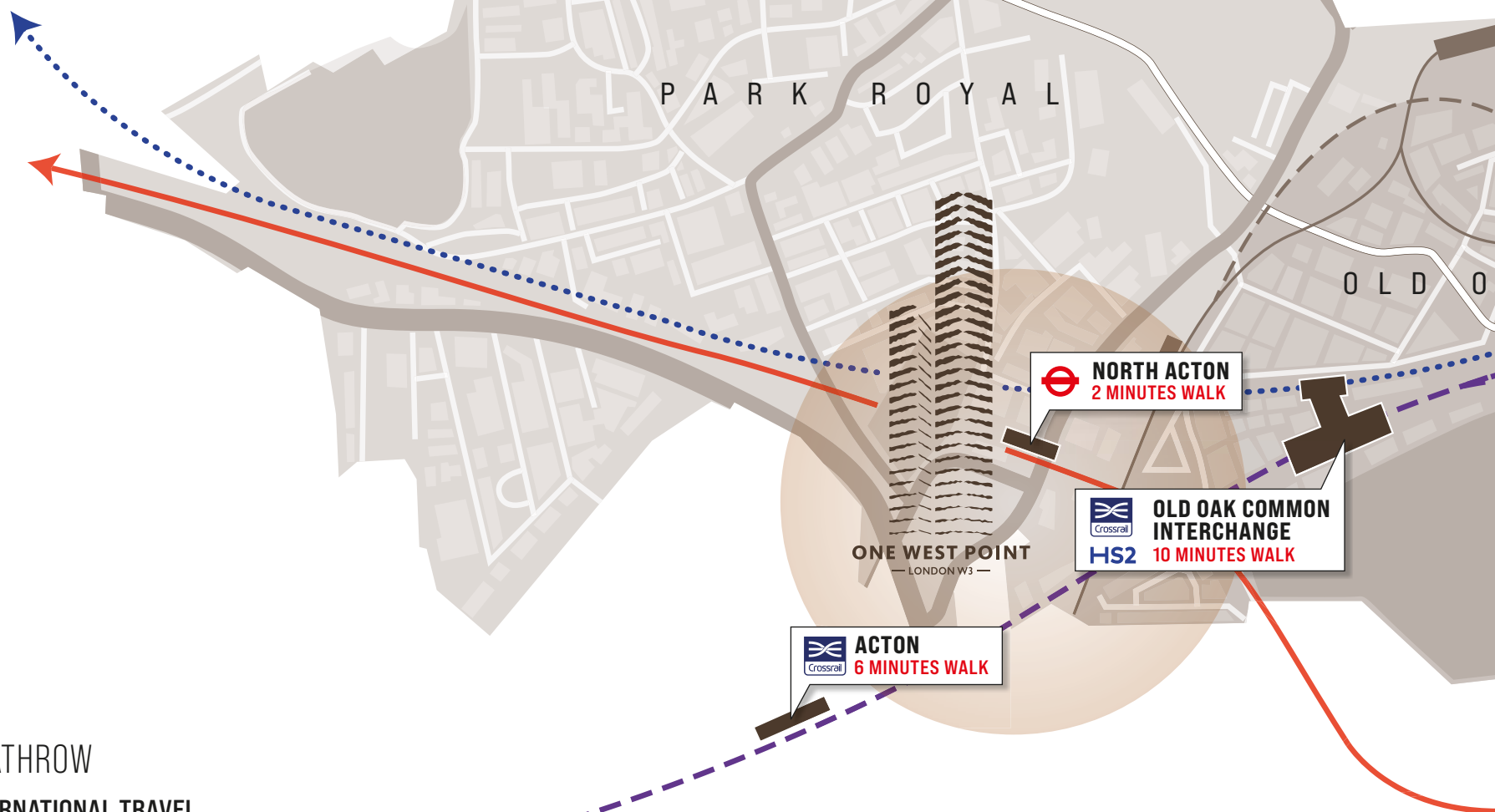
The Capital's new focal point

WEST LONDON TAKES CENTRE STAGE

-  London's most advanced rail hub - Old Oak Common will be the only high speed interchange in the UK served by Crossrail and HS2.
-  **HS2**
-  The new interchange and transport network is projected to extend the catchment area for new commercial sectors bringing 250,000 additional people and 150,000 additional jobs to within an hour's journey of Old Oak.
-  Old Oak Common to Bond Street and the heart of London's West End will be 9 minutes direct on the Elizabeth Line.
-  London Heathrow Airport will be 18 minutes journey time.

HS2 BIRMINGHAM
THE UK'S SECOND CAPITAL CITY

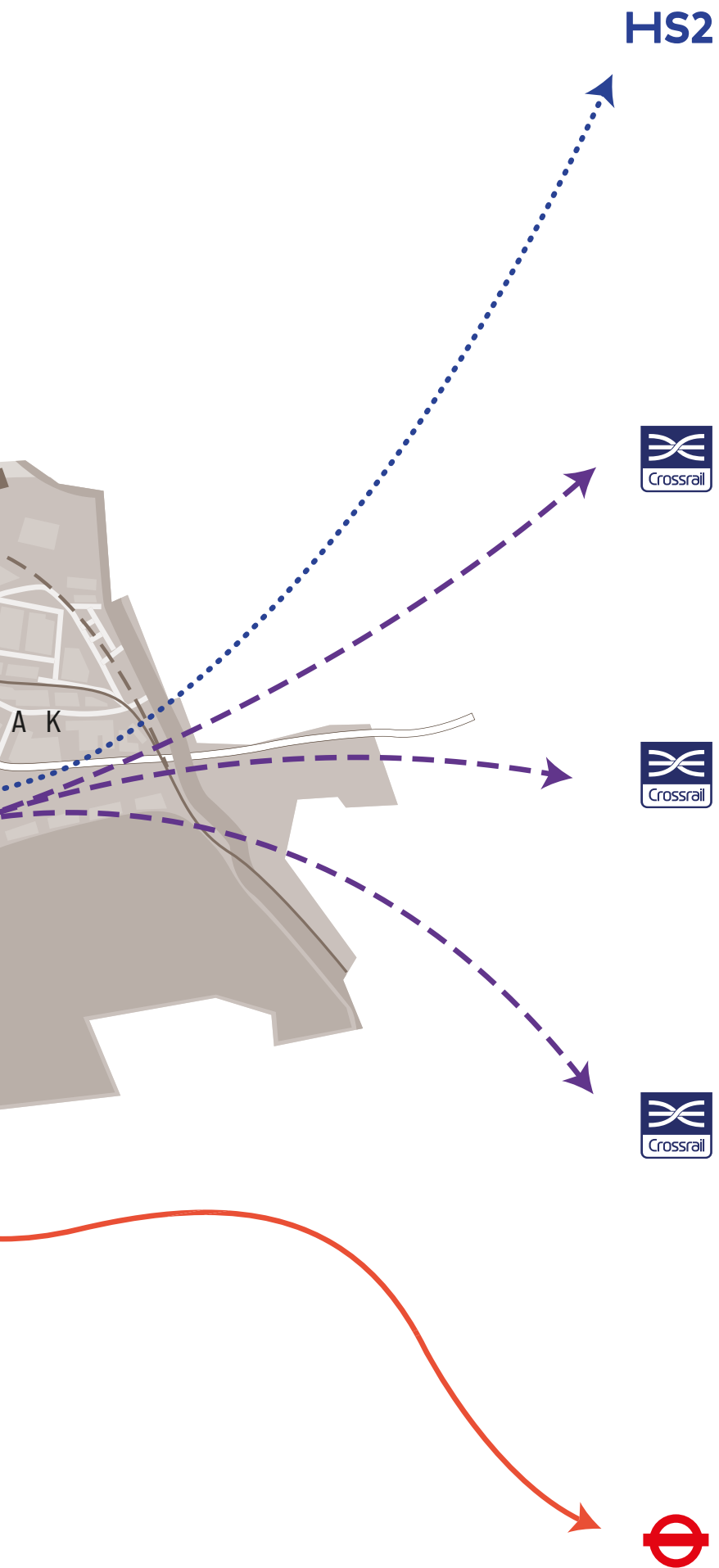
40 MINS



HEATHROW
INTERNATIONAL TRAVEL

18 MINS

The UK's most technologically advanced rail interchange
ON YOUR DOORSTEP WHEN MINUTES MATTER



EUSTON
STATION
KINGS CROSS

9 MINS



PADDINGTON
STATION
MARYLEBONE

6 MINS



BOND
STREET
THE WEST END

9 MINS



LIVERPOOL
STREET
THE CITY

16 MINS



WHITE
CITY
ICL & WESTFIELD

4 MINS



One West Point will crown the skyline of a brand new district for the Capital - **a visionary masterplan for the largest regeneration landmark in Europe**





THE MASTERPLAN

—
OLD OAK COMMON

—
WHITE CITY 2020

Regeneration

LONDON'S PROLIFIC NEW HOT SPOT

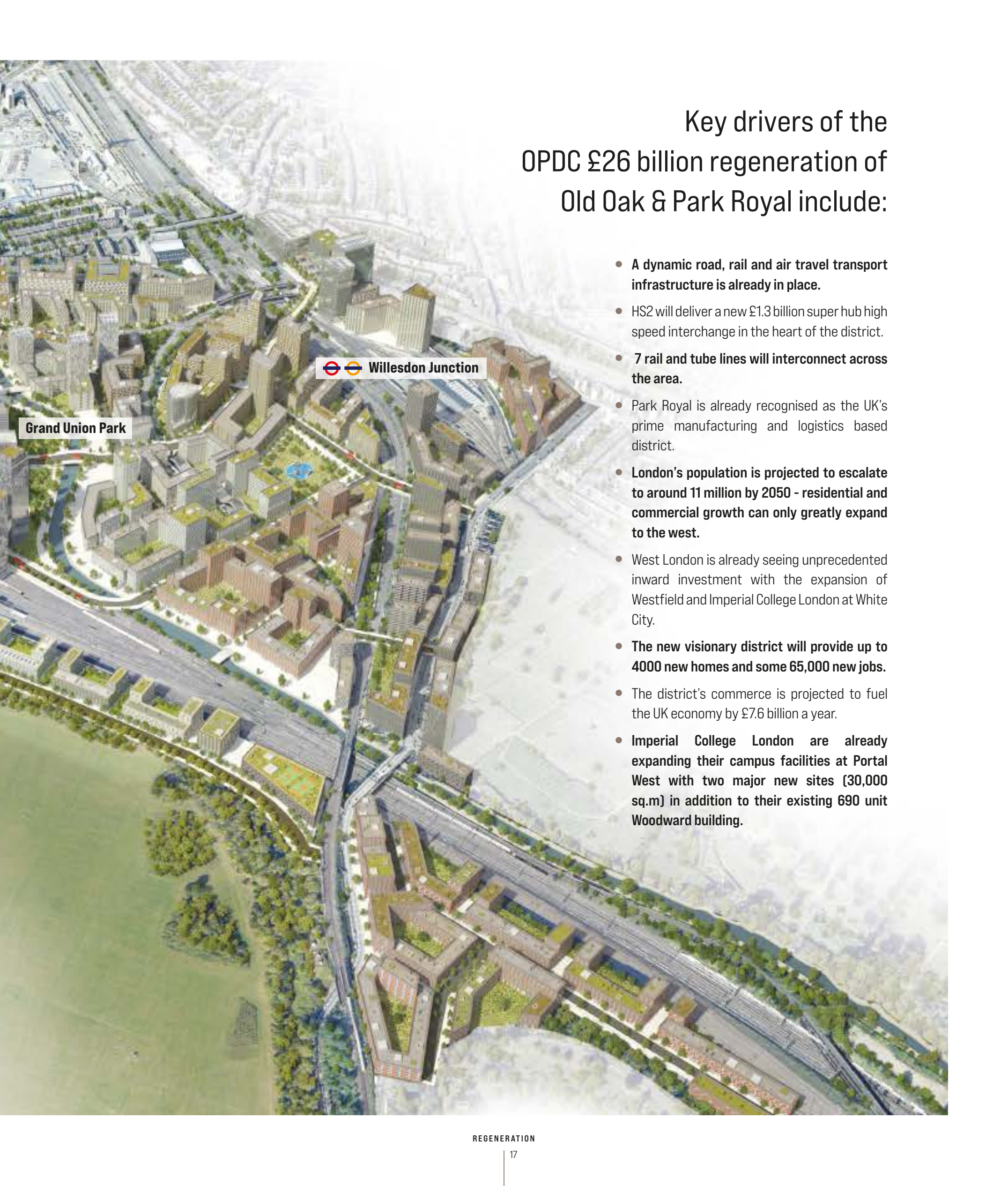


ONE WEST POINT
— LONDON W3 —



A masterplan to deliver a growth zone encompassing some 1600 acres of enterprise

FUELLED BY THE £100 BILLION HS2 NORTH - SOUTH HIGH SPEED ROUTE



Key drivers of the OPDC £26 billion regeneration of Old Oak & Park Royal include:

- **A dynamic road, rail and air travel transport infrastructure is already in place.**
- HS2 will deliver a new £1.3 billion super hub high speed interchange in the heart of the district.
- **7 rail and tube lines will interconnect across the area.**
- Park Royal is already recognised as the UK's prime manufacturing and logistics based district.
- **London's population is projected to escalate to around 11 million by 2050 - residential and commercial growth can only greatly expand to the west.**
- West London is already seeing unprecedented inward investment with the expansion of Westfield and Imperial College London at White City.
- **The new visionary district will provide up to 4000 new homes and some 65,000 new jobs.**
- The district's commerce is projected to fuel the UK economy by £7.6 billion a year.
- **Imperial College London are already expanding their campus facilities at Portal West with two major new sites (30,000 sq.m) in addition to their existing 690 unit Woodward building.**



An architectural rendering of a modern urban development at dusk. The scene features a prominent, tall, glass-clad skyscraper on the left, illuminated from within. To its right are several multi-story residential or commercial buildings with a grid-like facade, also lit up. In the foreground, a wide, paved plaza with a curved edge is populated with many small figures of people walking. A canal or river flows through the center of the plaza, with a large boat and several kayakers on the water. The sky is a deep twilight blue, and the overall atmosphere is one of a vibrant, modern city at night.

Grand Union Park
in the heart of the dazzling
new district of Old Oak

The new UK super hub

AND GATEWAY TO LONDON, THE MIDLANDS & THE NORTH



Old Oak Common will be a £1.3 billion fast track interchange located around 850 metres from One West Point



Now under construction, the new rail hub will have 14 platforms - with six being built underground to serve the HS2 line, this engineering feat will define it as one of the largest subterranean structures in the world. An overbridge will link to the stations ground level platforms which will be served by the Elizabeth line. The entire station will be encompassed by a vast roof, with its design inspired by the site's industrial heritage.

- Old Oak Common is scheduled to open in 2026.
- The station complex will be located approximately 850 metres from One West Point - little over 10 minutes walk.
- The station is being designed to accommodate around 250,000 passengers a day - comparable to London Waterloo.



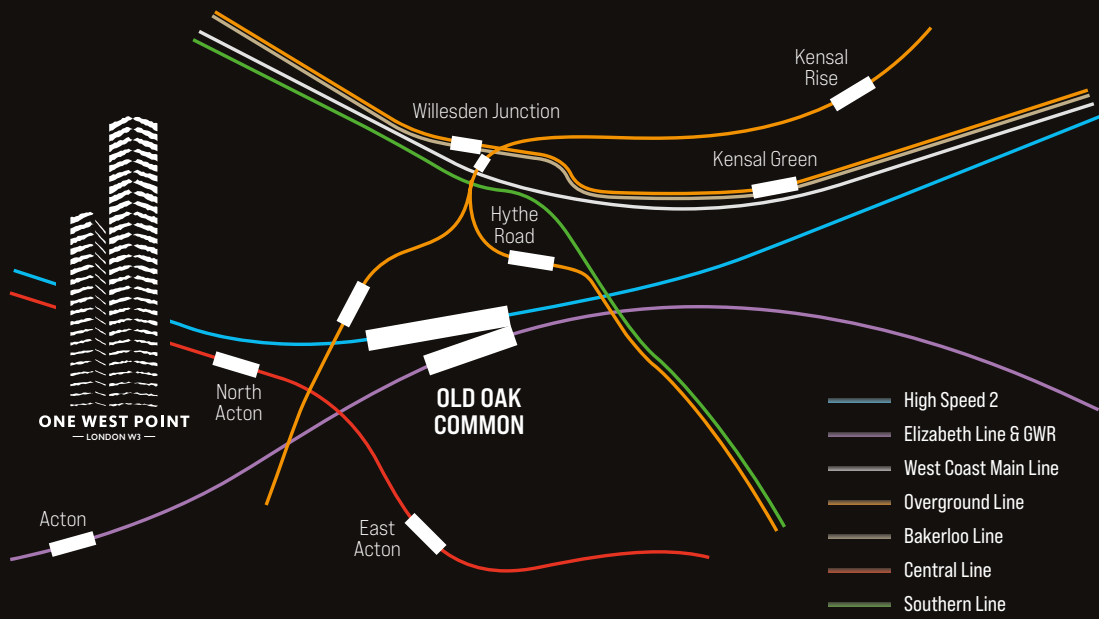
Old Oak Common. The Facts

- HS2 will provide up to 18 trains per hour between Old Oak and the North - putting Birmingham Airport at just 31 minutes travel time.
- The hub is projected to contribute to a £15 billion economic boost over the following 30 years.
- Crossrail will operate services into the West End in under 10 minutes and London Heathrow in less than 20 minutes.
- HS2 will help reduce carbon emissions by removing hundreds of lorries from road haulage as freight switches to rail.





“ The super hub and adjoining interchanges will be the catalytic driver for development of the wider area ”



London's newest cultural & academic quarter



White City is now a high tech, ever expanding 17 acre district where leading academic, retail, cultural and leisure excellence merge into a world class showcase. Internally acclaimed establishments include White City House with its latest Soho House members club and hotel - offering 45 deluxe rooms and roof top pool, luxury fashion brand Ralph Russo, The BBC Television Centre and the dynamic creative hub of White City Place itself.

Imperial College
London

WHITE
CITY
PLACE

BBC

itv

&
RALPH & RUSSO

YOOX
NET-A-PORTER
GROUP


Royal College of Art

White City



🚇 4 minutes direct by tube from One West Point

THE ALLIS

THE WHITE COMPANY LONDON

White City House

Soho House

TELEVISION CENTRE

Westfield



Imperial College London

WHITE CITY

By 2022 ICL will have completed a 13 year transformation of White City - a £3 billion, 25 acre campus complex created to provide an unprecedented new research quarter for the Capital - just 4 minutes by tube from One West Point.

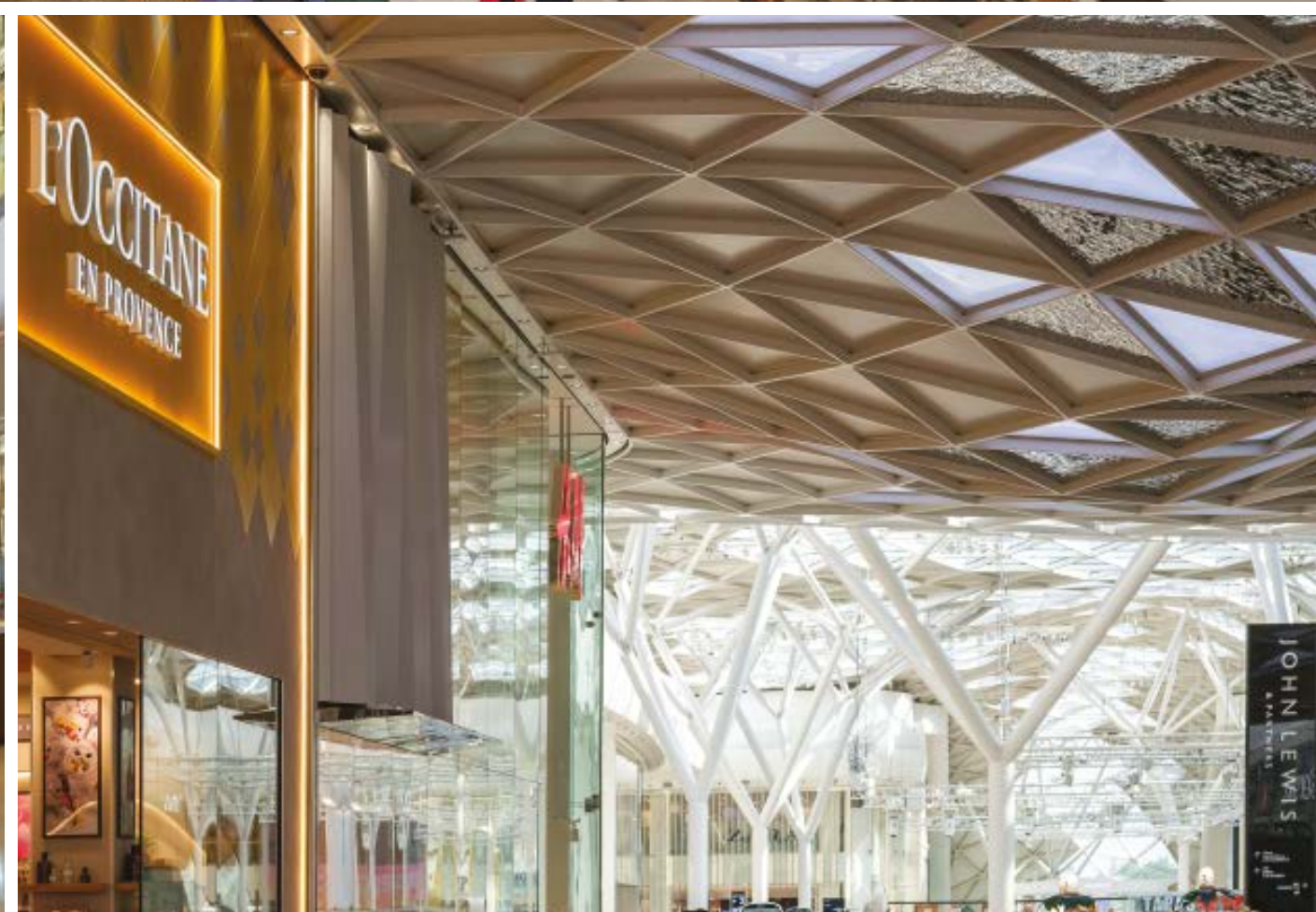
“ Times Higher Education 2020 ranks ICL as **one of the world’s top 10 universities** with an international student body of 56% ”

“ The new campus is partnered with China’s Zhejiang University (ZJU) to **elevate transnational entrepreneurship** while boosting the Chinese student population by around 40-50% ”



- Imperial College London has around 19,000 students including 10,000 undergraduates across its campuses.
- The principal focus is on 4 main areas - science, engineering, medicine and business.
- Student nationality remains predominantly from outside the UK (64%) with 21% from China and the Far East.
- Academic staff total in excess of 4,300 with 1,300 scientists, clinicians and engineers now located at White City.
- ICL works with more than 500 corporate partners helping turn cutting-edge scientific research into real world benefits for society.
- Over 6,700 degrees are awarded by ICL every year.
- Imperial is home to the greatest concentration of high-impact research, with a framework ahead of any other major UK university.

Data: 2018 - 2020



The £600 million, 740,000 sq ft expansion of Westfield London in 2018 increased the retail capacity to 2.6 million sq ft - making it the largest retail, dining, leisure and entertainment experience in Europe. The showcase is now home to some 450 luxury, premium and high street brands, stores and fashion boutiques.



Westfield London

WHITE CITY

Since opening in 2008, Westfield London has transformed London's retail landscape, rejuvenated the local area, revitalised transport hubs, seen massive expansion and now has a footfall of 28 million visitors a year.

Westfield





A NEW LANDSCAPE

ONE WEST POINT

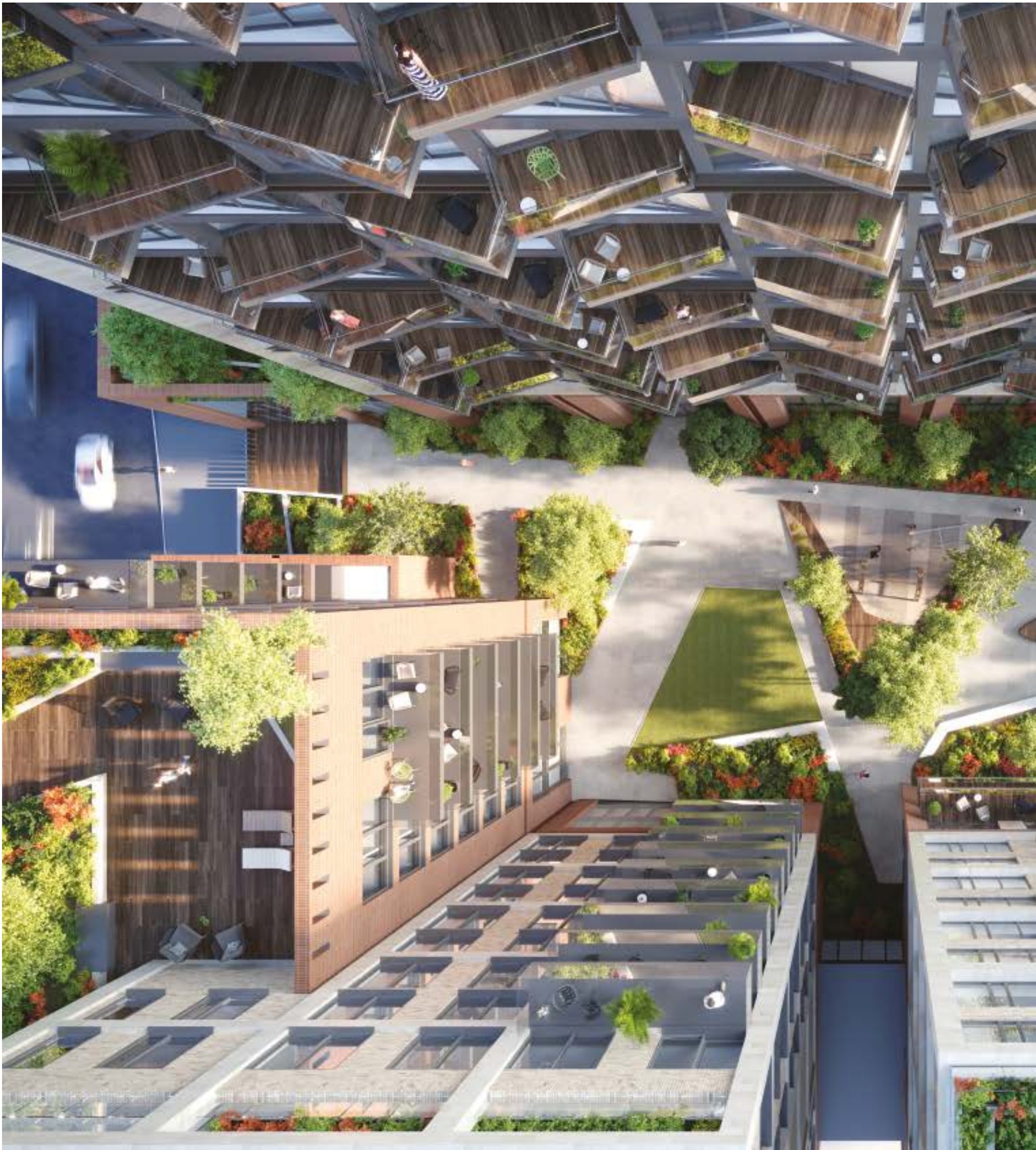
AMENITIES & LEISURE

The Development

DYNAMIC BY DESIGN



ONE WEST POINT
— LONDON W3 —





Above

& beyond

21ST CENTURY LIVING



Soaring elevations amid a green oasis

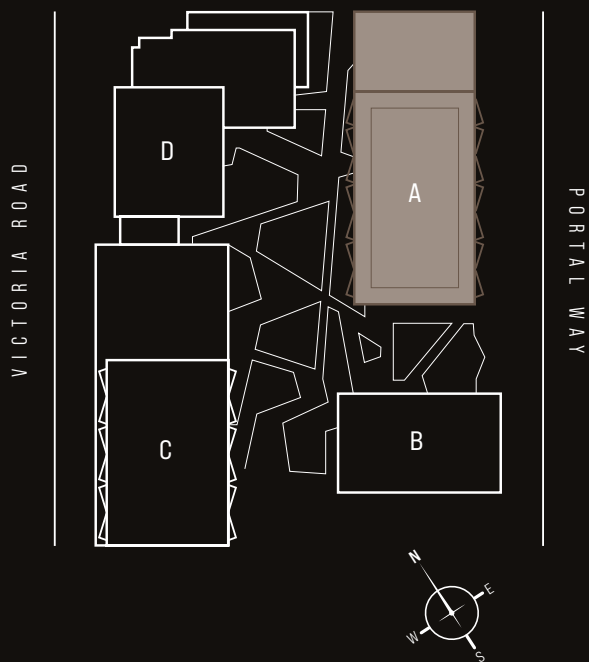
One West Point will be a defining architectural statement - a unique signature building where fabulous landscaped gardens, intricate courtyards and dedicated outdoor space give way to soaring, skyward elevations that will surely rise to symbolise the pinnacle of new era, elite London living.



The new landmark

ON LONDON'S SKYLINE





BUILDING A

WEST 54

54 LEVEL

- 2 levels of commercial space.
- Residential reception and foyer.
- Residents' private lounge and bar.
- Tian Tian gastro dining and food hall.
- Levels 3-42 private apartments.
- Levels 43-54 private SKYLIFE apartments.
- Level 3 roof garden.

BUILDING B

9 LEVEL

- Access to lower level car parking.
- 9 levels of residential accommodation.
- Roof garden.

BUILDING C

37 LEVEL

- Ground level commercial office space.
- Coffee bar and lounge.
- W54 Kitchen diner.
- Tiered level Fire Garden with feature fire pit and residents courtyard bar.
- Residents' private gym, yoga and wellbeing studio.
- 36 levels of residential accommodation.
- Level 12 roof garden.

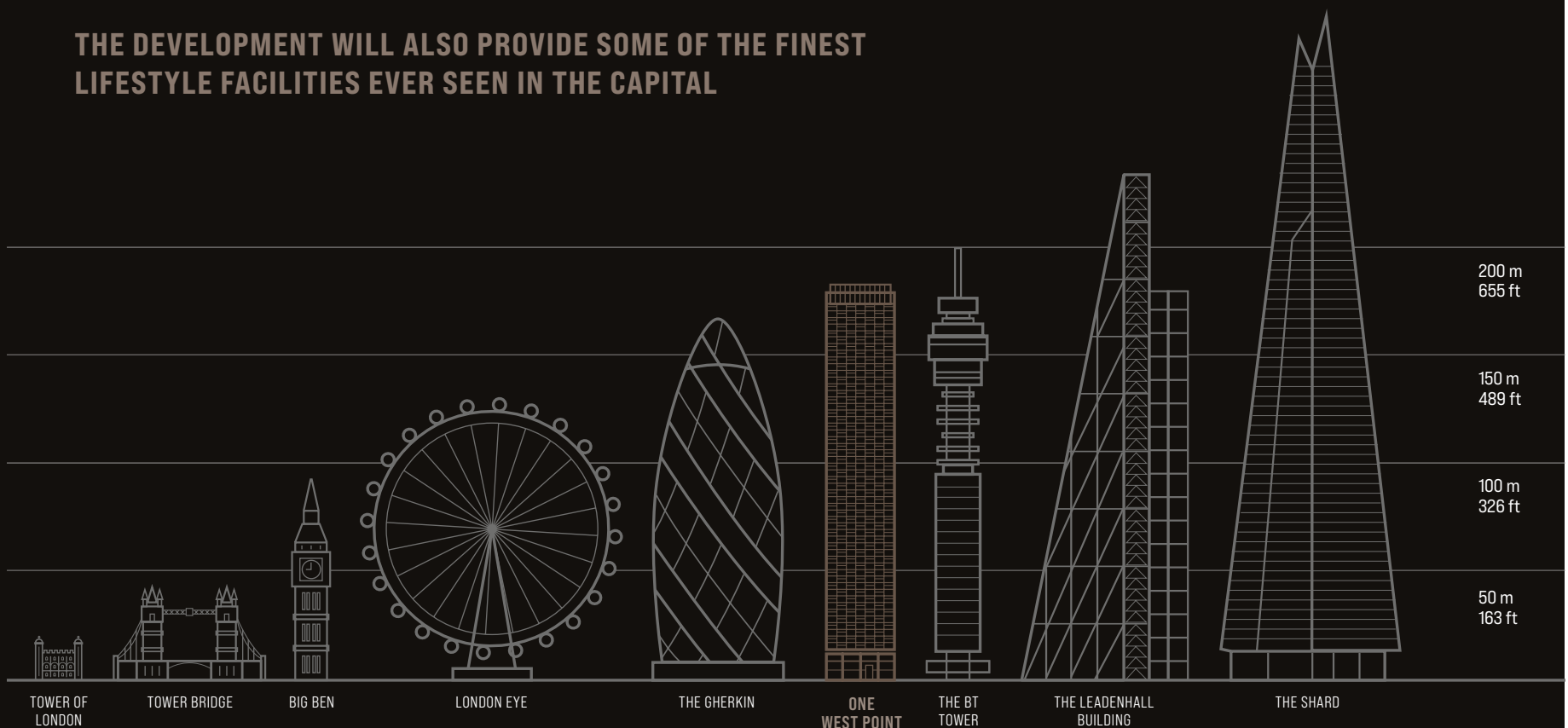
BUILDING D

11 LEVEL

- Ground level commercial office space.
- Extensive commercial amenity space.
- Residents' games lounge.
- Co-working tech hub.
- Residents' private event space, and cinema lounge.
- 9 levels of residential accommodation.
- 2 upper level roof gardens.

Rising almost 600 feet, West 54 will be the tallest residential building outside Canary Wharf and the 16th tallest in London

THE DEVELOPMENT WILL ALSO PROVIDE SOME OF THE FINEST LIFESTYLE FACILITIES EVER SEEN IN THE CAPITAL

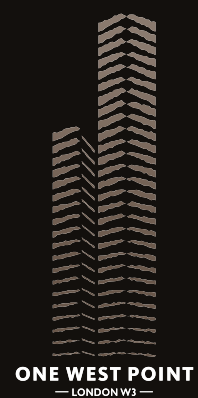




West 54 resident's reception foyer.



Entering West 54 will be an experience in itself, residents will step into a double height reception foyer adorned with a fusion of green wall vertical planting and sleek linear profiling - creating a seamless blend of biophilic art form and sheer unashamed opulence.





West 54 residents' lounge bar adjoining the reception foyer.





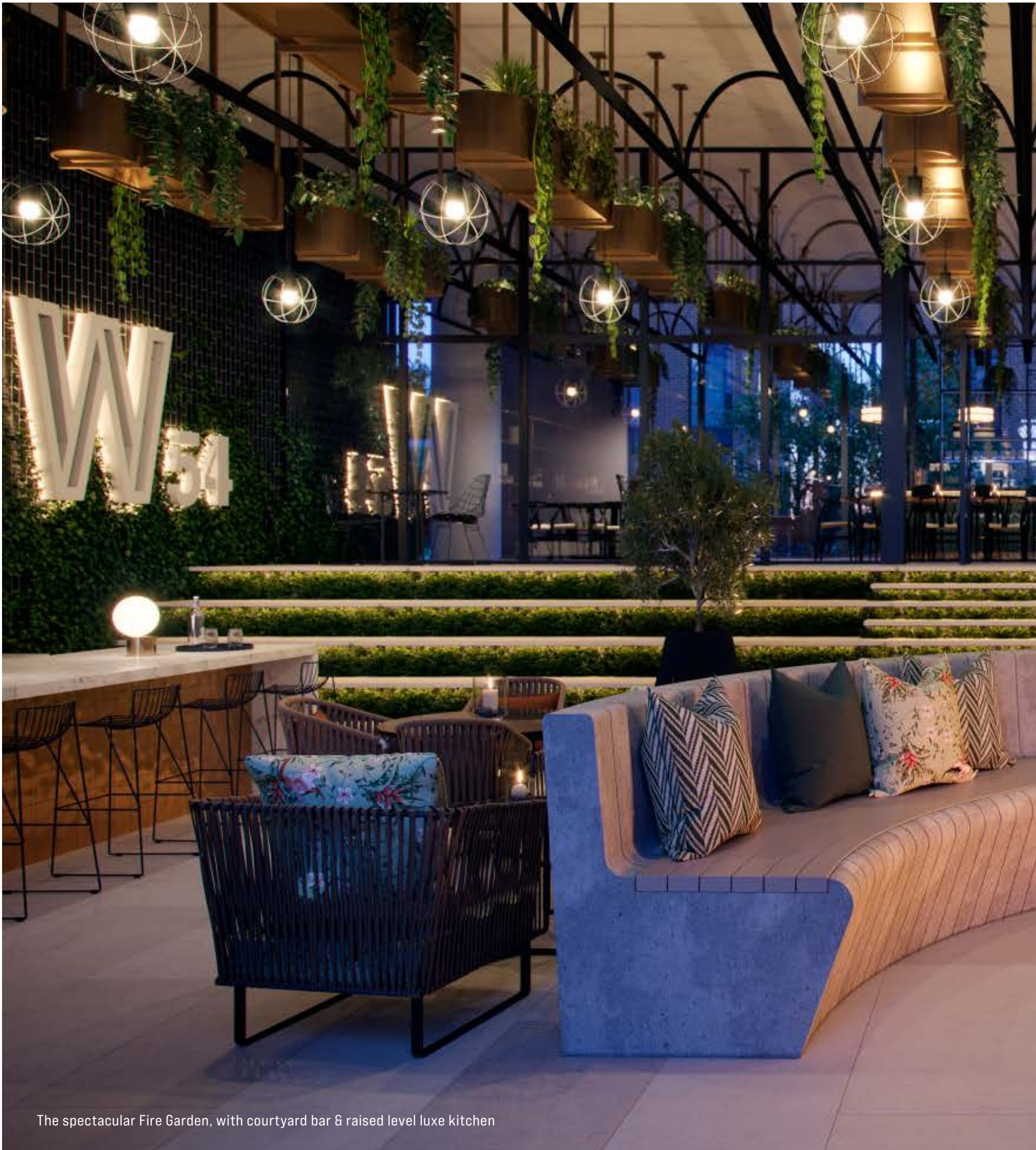
The Kitchen and Fire Garden will be exemplars of raw urban charm, interior design that boldly blends concrete textures with green spaces, suspended spot lighting with hanging planters and above all, provides sophisticated, atmospheric space to wine, dine, relax, socialise and lounge in.

Inspirational dining amid sheer ambience

THE KITCHEN







The spectacular Fire Garden, with courtyard bar & raised level luxe kitchen







From the onset of conceptual thinking, the fundamental design of One West Point was influenced by the desire to create an entire new way of life, a set of buildings and spaces that could respond to 21st century living - a place to live, to work and to travel to and from with ease... but perhaps most importantly, to create exclusive apartments where residents simply need to use the elevator to immerse themselves amid world class amenities, indulge in 5-star recreational excellence and bespoke concierge services.

‘ One West Point has not only achieved its design aspirations, it has redefined the meaning of luxury lifestyle. It is a new way of London Living - a destination above all others. ’

Spatial brilliance

RAW, ALIVE & EXPRESSIVE



The Fire Garden's courtyard will feature a fully glazed opening facade - looking onto the developments' central landscaped garden.





Co-working Tech Hub

The tech hub delivers work and 'thinker space' that will create a platform for one-to-one business up to creative workshops - a space to energise productivity and relax at the same time in the midst of a cutting edge, co-working community.



Gym & Wellbeing Suite

The gym and multi-zone studio will be equipped for every level and aspect of personal fitness - from endurance and body strength to agility, balance and total wellbeing. Facilities will also include workout classes or a personal one-to-one trainer.



Residents' private mezzanine level event space and cinema lounge.



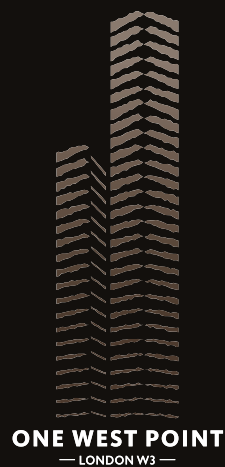




WEST 54
—
SOPHISTICATED SPACE
—
SPECIFICATIONS

The Apartments

TAKE A VIEW





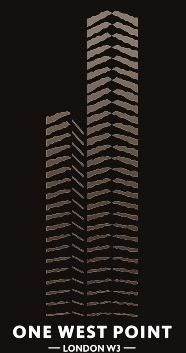
Expansive glazing will provide cascades of natural light during daytime while creating a dramatic backdrop to accentuate the dazzling spectacle of dusk across the Capitals' skyline.





Conceptual space

BESPOKE BY DESIGN





Master bedroom



Each magnificent 1, 2 & 3 bedroom apartment at West 54 will provide perfectly proportioned living space - designed, specified and equipped for luxurious, high-end functionality.

With a private balcony and extensive floor to ceiling glazing, natural light will flood the principal living areas while programmable mood lighting will accentuate a sense of calm and serenity - whether relaxing, entertaining or simply absorbing the ever-changing panoramic vistas that will surround your apartment from dawn to dusk.

Calm, serene wellbeing

YOUR WORLD AT WEST 54







GENERAL

- High quality solid core veneered flush front door.
- Bespoke solid core internal doors with refined contemporary door furniture.
- All with private balcony or terrace.
- Feature architrave and skirting.
- Engineered wood flooring to living room, kitchen area and hallway.
- Underfloor heating.

ELECTRICAL

- High specification down lighting.
- Programmable mood lighting to living room and each bedroom.
- Brushed steel switch and socket plates.
- Telephone and home network points to living room and bedrooms.
- Sky Q satellite connections to principal living room and bedrooms (subject to subscription).
- External lighting to balcony and terrace areas.

BEDROOMS

- Each will be highly specified to include fully fitted wardrobes with mirrored doors.

FIRE SAFETY

- Integrated sprinkler system throughout.

BATHROOMS

- Prestigious sanitary ware with high quality finishes by Laufen, taps and shower ironmongery by Hans Grohe.
- Heated towel rail.
- Ceramic floor tiling and full height wall tiling to bathrooms, en-suite and shower rooms.
- Full height shower screens.
- High quality vanity units.

KITCHENS

- Exclusive custom design with granite worktop.
- Bosch (or similar prestige brand) integrated appliances to include:
 - Oven with touch sensitive ceramic hob, extractor hood.
 - Fridge/freezer, dishwasher and combination microwave.
 - Integrated or freestanding (cupboard) washer/dryer.
- Downlighting and feature lighting within high level units.
- Engineered wood flooring.

SECURITY

- Video security entry phone connected to concierge and smartphone (Cost forms part of the service charge).
- CCTV security to car park, entrance lobby and communal grounds.
- 24 hour concierge and services.
- Mains operated smoke detectors to apartment hallways and communal areas.

Specifications & interior finishes





1, 2, & 3 BEDROOM TYPES

DELUXE LEVELS 3 - 42

SKYLIFE LEVELS 43 - 54

West 54 Tower

APARTMENT FLOOR PLANS



ONE WEST POINT
— LONDON W3 —



01
1 Bedroom
52.6 sq.m
566 sq.ft

02
2 Bedroom
74.8 sq.m
796 sq.ft

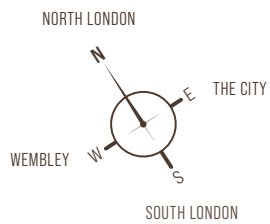
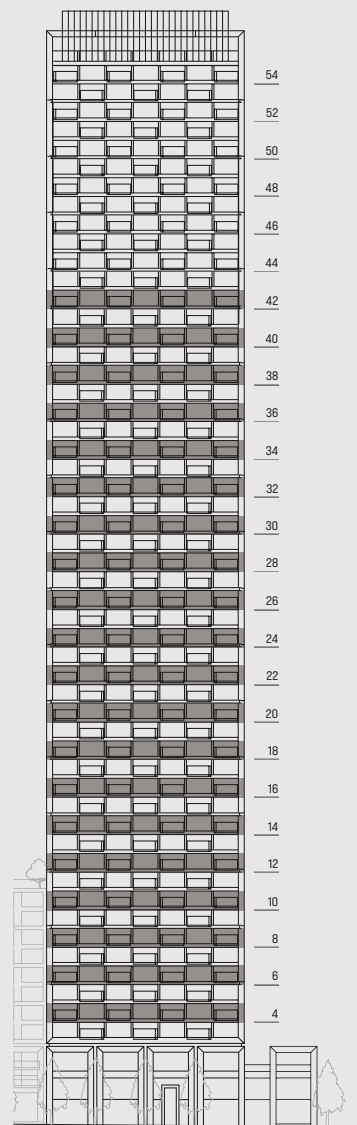
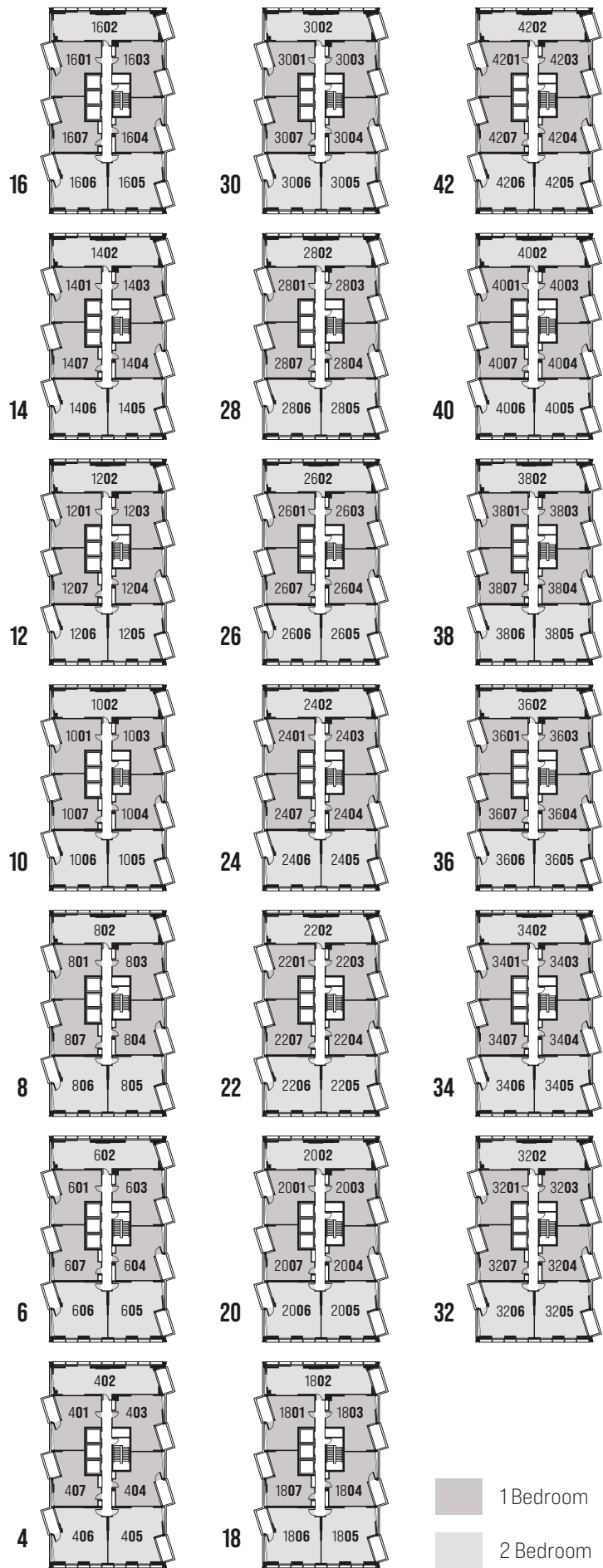
03
1 Bedroom
54.2 sq.m
583 sq.ft

07
1 Bedroom
50.0 sq.m
538 sq.ft

04
1 Bedroom
53.1 sq.m
571 sq.ft

06
2 Bedroom
71.9 sq.m
734 sq.ft

05
2 Bedroom
72.8 sq.m
783 sq.ft



Apartment plans (even levels)

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

3-42



01
1 Bedroom
52.9 sq.m
569 sq.ft

02
2 Bedroom
74.0 sq.m
796 sq.ft

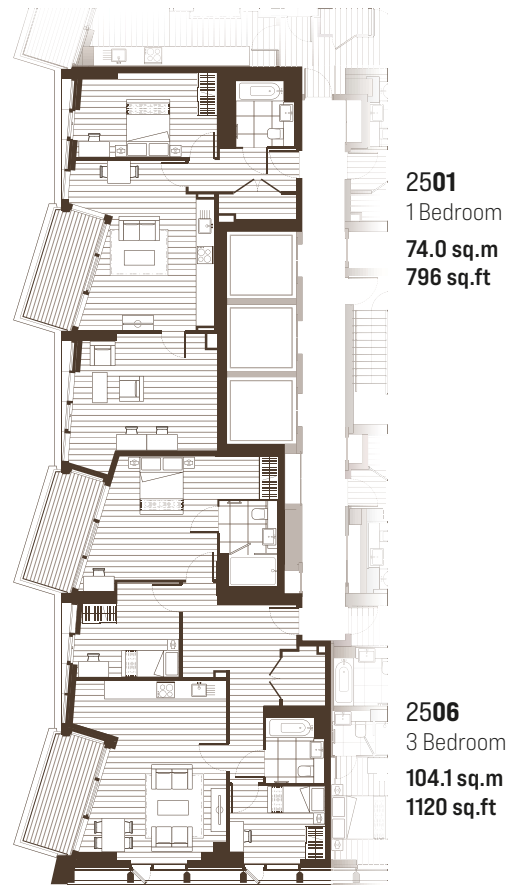
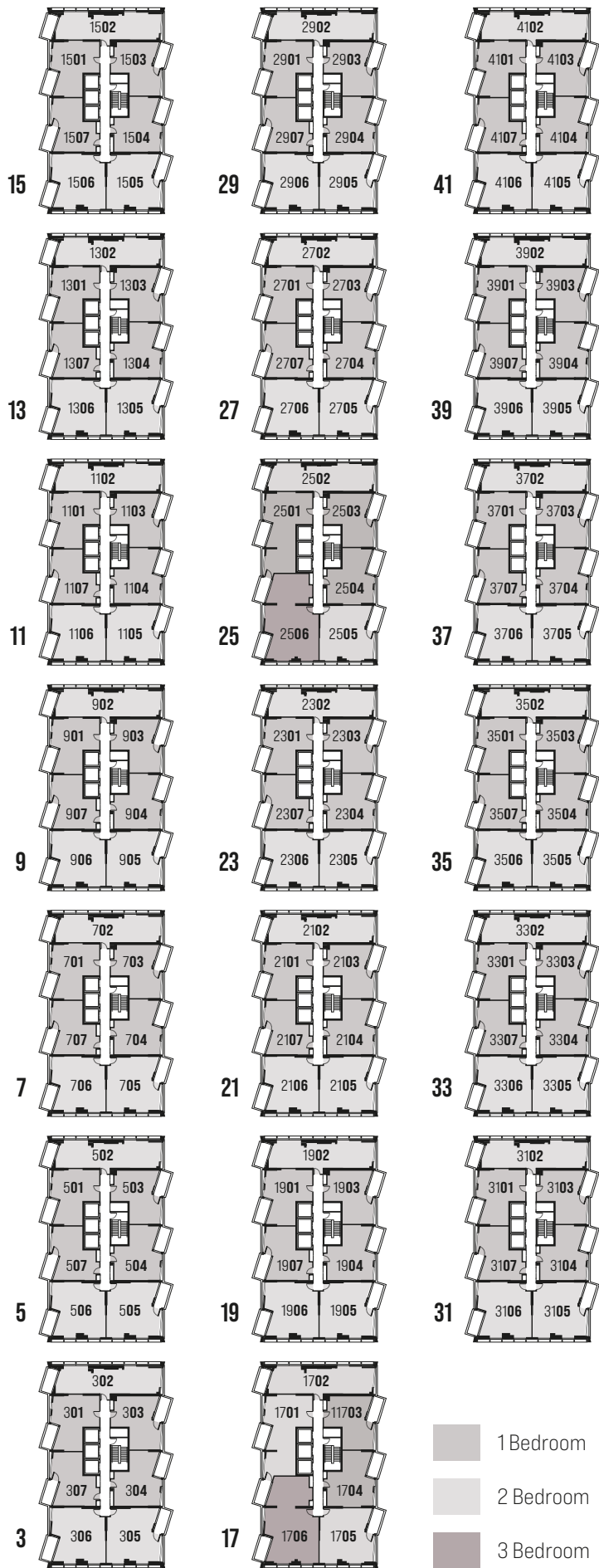
03
1 Bedroom
52.9 sq.m
569 sq.ft

07
1 Bedroom
50.3 sq.m
541 sq.ft

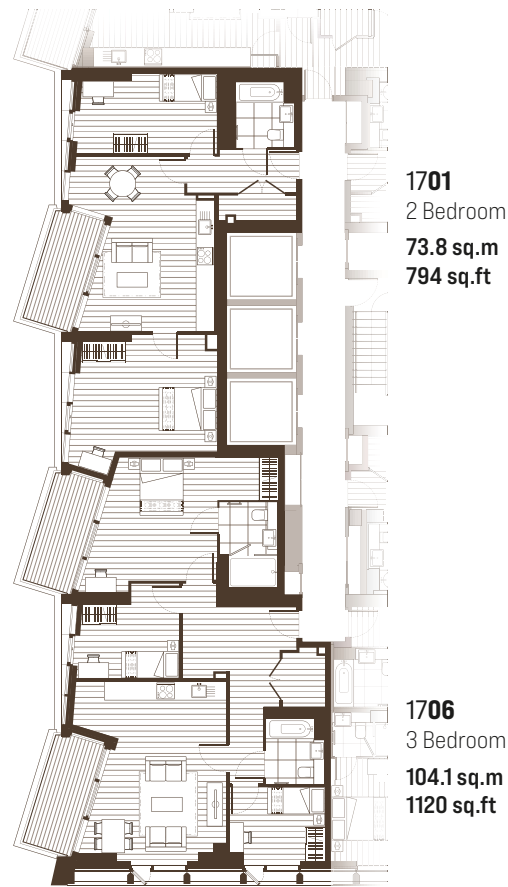
04
1 Bedroom
53.5 sq.m
575 sq.ft

06
2 Bedroom
71.3 sq.m
765 sq.ft

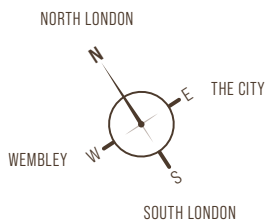
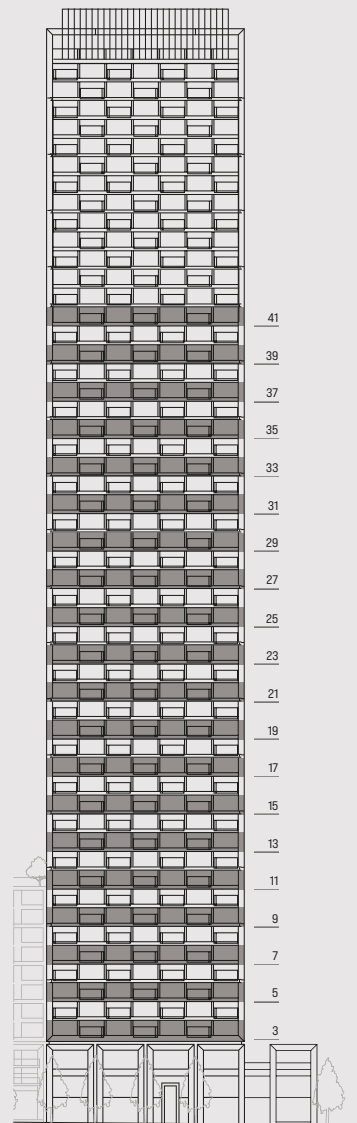
05
2 Bedroom
72.3 sq.m
778 sq.ft



Variation to level 25



Variation to level 17



Apartment plans (odd levels)

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



01
1 Bedroom
52.6 sq.m
566 sq.ft

02
2 Bedroom
74.8 sq.m
796 sq.ft

03
1 Bedroom
54.2 sq.m
583 sq.ft

07
1 Bedroom
50.0 sq.m
538 sq.ft

04
1 Bedroom
53.1 sq.m
571 sq.ft

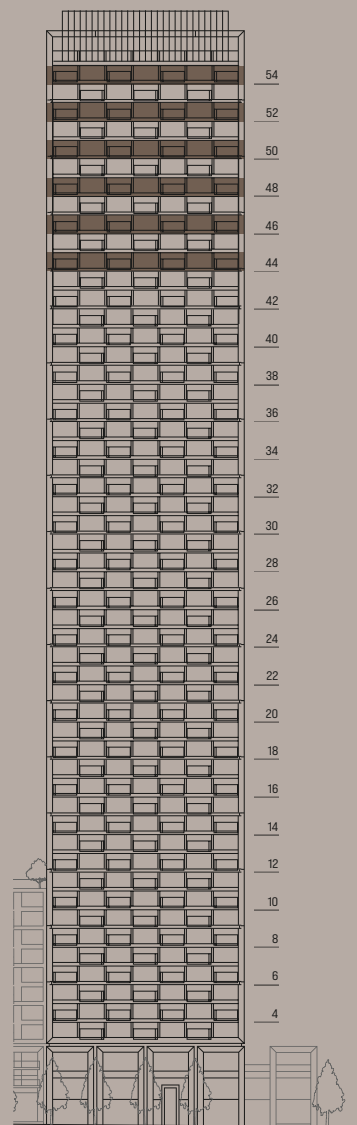
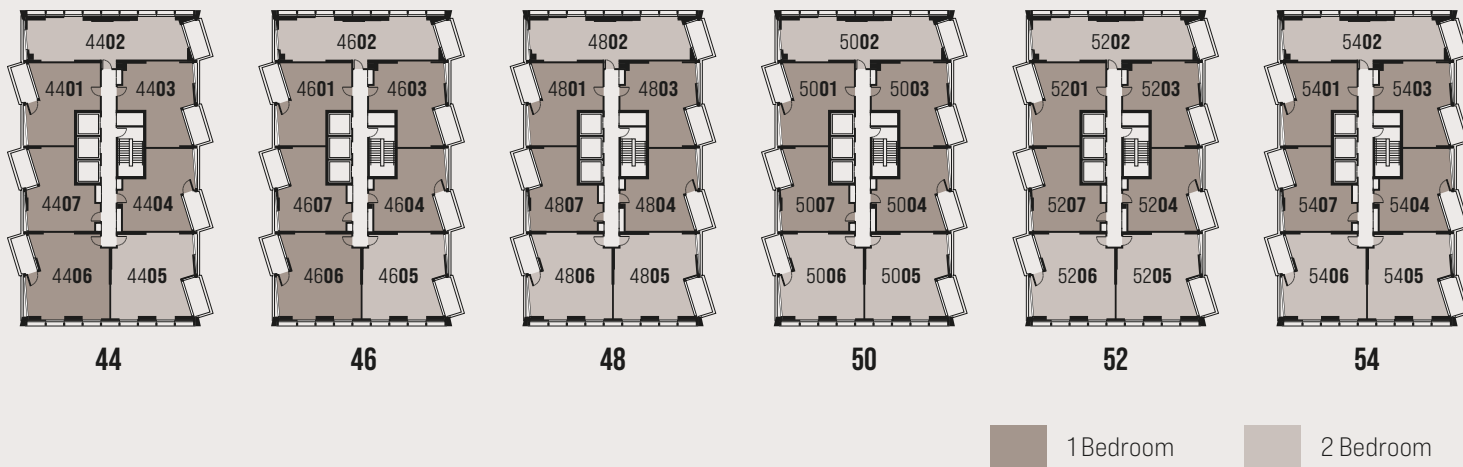
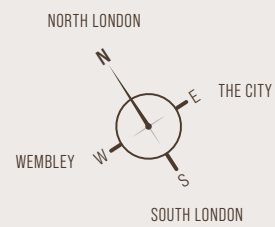
06
2 Bedroom
71.9 sq.m
734 sq.ft

05
2 Bedroom
72.8 sq.m
783 sq.ft



Variation to level 44 & 46

4406	4606
1 Bedroom	1 Bedroom
73.1 sq.m	73.1 sq.m
787 sq.ft	787 sq.ft



Skylife apartment plans (even levels)

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

43-54



02
2 Bedroom
74.0 sq.m
796 sq.ft

01
1 Bedroom
52.9 sq.m
569 sq.ft

03
1 Bedroom
52.9 sq.m
569 sq.ft

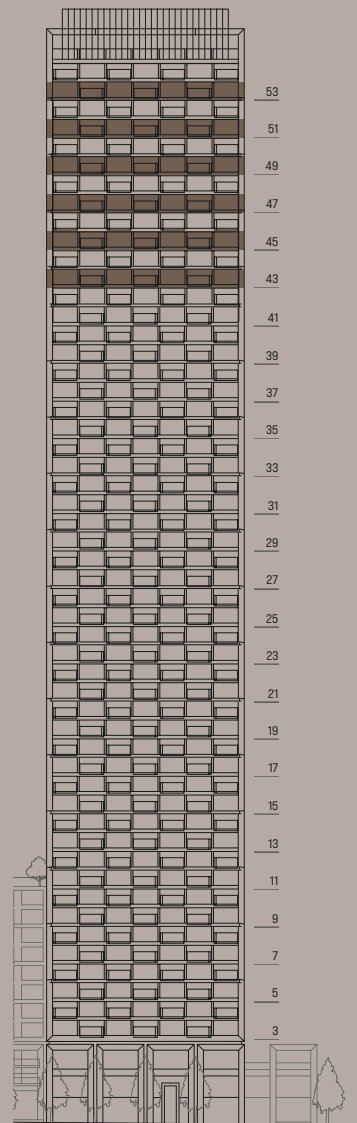
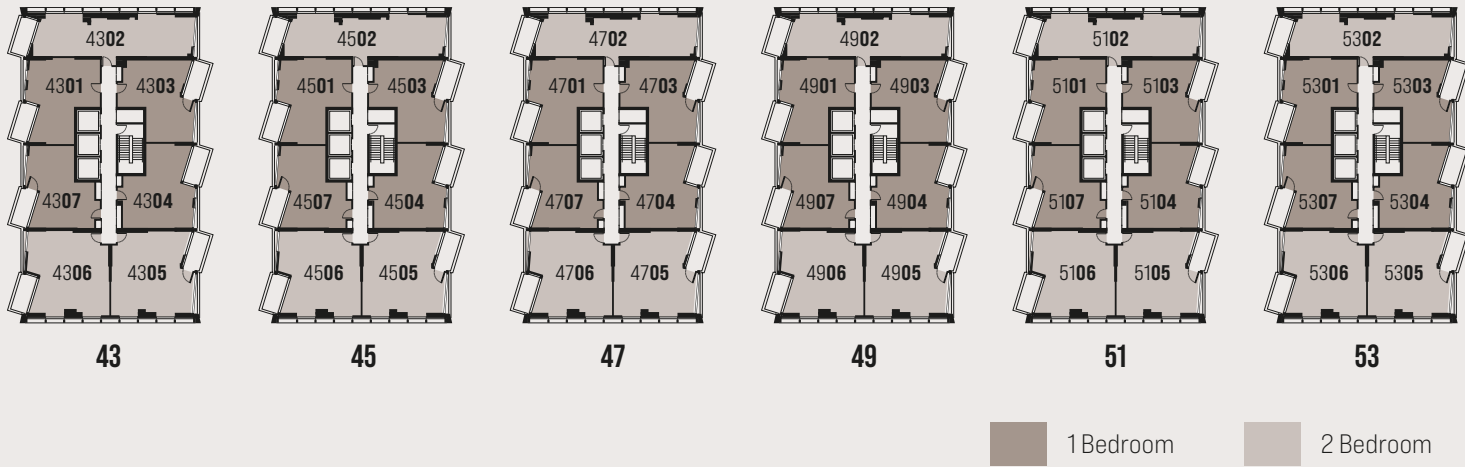
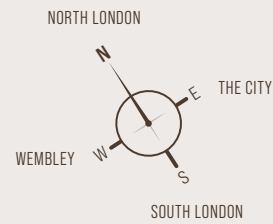
07
1 Bedroom
50.3 sq.m
541 sq.ft

04
1 Bedroom
53.5 sq.m
575 sq.ft

06
2 Bedroom
71.3 sq.m
765 sq.ft

05
2 Bedroom
72.3 sq.m
778 sq.ft

The SKYLIFE apartments have elevated the status of West 54 to that of a tower with high level living the likes of the most prestigious landmarks in Dubai, Shanghai, Beijing and Singapore

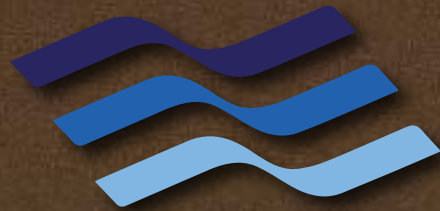


Skylife apartment plans (odd levels)

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43-54





HOLBORN

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