

78
WHITFIELD
STREET

Fitzrovia W1



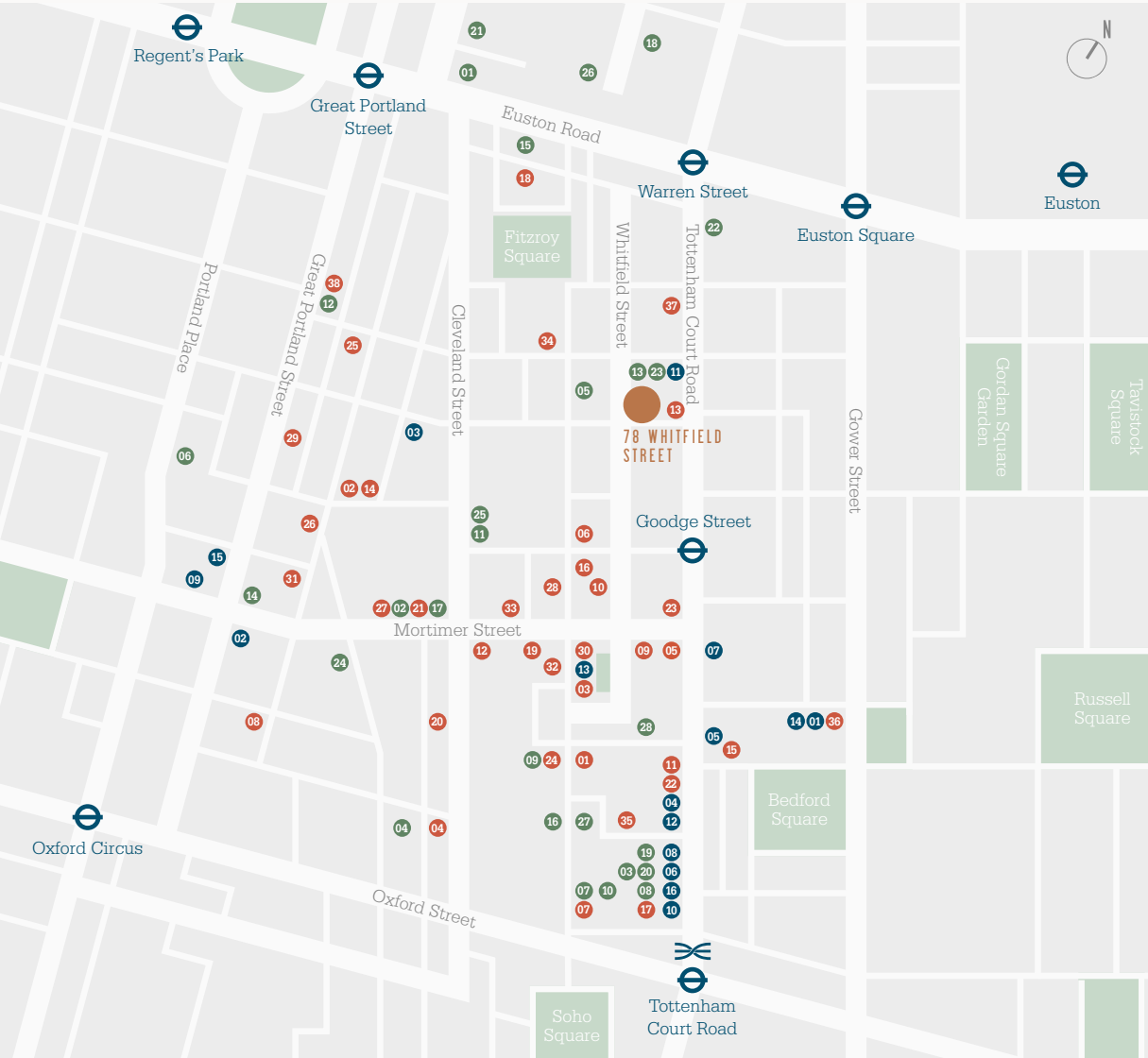
INTRODUCTION

SPACE

A thoughtfully, re-crafted workspace in the heart of Fitzrovia featuring large terraces on three floors. Behind the original façade is a modern but understated interior. Calm colours, warm textures and clean linear detailing finish the space.



THE LOCATION



OCCUPIERS

01. Aegis Media
02. Allfunds Bank
03. AnaCap Financial
04. Arcadia Group
05. Arup Associates
06. BBC
07. The BIO Agency
08. BrandOpus
09. CHI & Partners
10. Converse
11. Dennis Publishing
12. Double Negative Visual Effects
13. EDF Energy
14. The Engine Group
15. Entertainment One
16. Envy Post Production
17. Estée Lauder
18. Facebook
19. Fremantle Media
20. Freuds
21. Gazprom
22. HIT Entertainment
23. HOK International
24. Lionsgate Film
25. Make Architects
26. Santander
27. Sony DADC
28. Zenith Optimedia

RETAIL

01. Cloud 9 Cycles
02. Cycle Surgery
03. Fitzrovia Bicycles
04. Hotel Chocolat
05. Little Waitrose
06. Oasis
07. Paperchase
08. Planet Organic
09. Psycle
10. Sainsbury's
11. Space NK
12. T2
13. Ted's Grooming Room
14. Treadwell's Books
15. Velorution
16. Waterstones

RESTAURANTS

01. Ahi Poke
02. The Attendant
03. Barnyard
04. Berners Tavern
05. Black Sheep Coffee
06. Bubbledogs
07. Byron
08. Carluccio's
09. Crazy Bear Fitzrovia
10. Dabbous
11. DF / Mexico
12. Dickie Fitz
13. Franco Manca
14. Foleys
15. Gail's Kitchen
16. Gaucho
17. Hakkasan
18. Honey & Co
19. Lantana
20. Latium
21. The Larder
22. Leon
23. Le Pain Quotidien
24. Lima
25. The Lucky Pig
26. Mac and Wild
27. Percy & Founders
28. Pescatori
29. Picture
30. Pied à Terre
31. Riding House Café
32. Roka
33. Salt Yard
34. Simmons
35. Stephen Street Kitchen
36. Store Street Espresso
37. TAP Coffee No.114
38. Villandry

NEIGHBOURHOOD



Fitzroy Square Garden

Situated between Marylebone, Soho and Bloomsbury, Fitzrovia is peaceful but active. An established reputation for creative and media companies, the area is lined with a variety of architectural styles, boutique shops, cafés and restaurants.

Three minutes walk away; Fitzroy Square Garden provides local green space.



Larder, Pearson Square



Ahi Poke, Percy Street

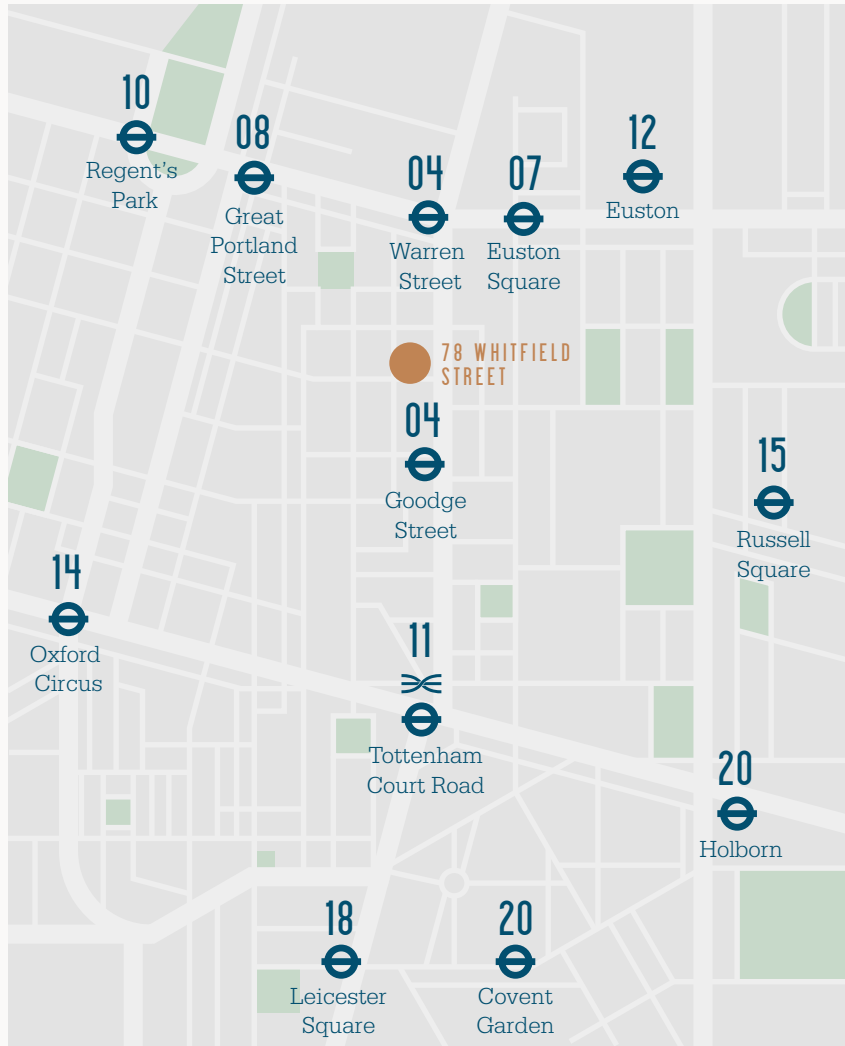


Percy & Founders, Pearson Square

The Attendant, Great Eastern Street



CONNECTIVITY



Walking times in minutes from 78 Whitfield Street

78 Whitfield Street is within walking distance of central London's major attractions, shopping and cultural institutions.

Excellent local transport connections give access to 12 London Underground stations and one main line terminal within a 20 minute radius. The arrival of Crossrail in 2018 will see the station become the West End's main transport hub.

TRAVEL:

AIRPORTS

Tottenham Court Road to:

City Airport	_____	33 mins
Gatwick	_____	49 mins
Stansted	_____	60 mins
Heathrow	_____	35 mins

UNDERGROUND

Tottenham Court Road to:

Charing Cross	_____	02 mins
Bond Street	_____	03 mins
Euston	_____	04 mins
Liverpool Street	_____	08 mins
King's Cross St. Pancras	_____	09 mins
Victoria	_____	09 mins
Paddington	_____	13 mins

Source: tfl.gov.uk

WALKING

78 Whitfield Street to:

Goodge Street	_____	04 mins
Warren Street	_____	04 mins
Great Portland Street	_____	08 mins
Tottenham Court Road	_____	11 mins
Oxford Circus	_____	14 mins
Russell Square	_____	15 mins
Covent Garden	_____	20 mins
Holborn	_____	20 mins
Leicester Square	_____	18 mins

Source: google.co.uk

FUTURE CONNECTIVITY

Travel times in minutes from Tottenham Court Road station



TOTTENHAM COURT ROAD STATION



Tottenham Court Road Station



Tottenham Court Road Station

CROSSRAIL IN NUMBERS

- 260m length of platform tunnels
- 25m platform depth
- 102,000 passengers are estimated to use Crossrail station each day
- 24 trains per hour service at peak time in each direction
- £1bn — total investment to build Crossrail and upgrade capacity of existing tube

TOTTENHAM COURT ROAD STATION

- The new station will be the length of three football pitches
- The new ticket hall will be nearly six times the current size
- There will be four new or modernised entrances
- New escalators and improved interchange
- An additional Crossrail ticket hall at Dean Street
- A new public piazza around Centrepoint will be created providing a distinctive new landmark for the West End

REGENERATION

The West End Project is being led by Camden Council — a £26m vision to transform the Tottenham Court Road area over the next four years. The project is committed to improving congestion and air quality and there are plans to convert the one way system of Tottenham Court Road and Gower Street for two-way traffic. The West End Project sits mostly within The Fitzrovia Partnership Business Improvement District area: fitzroviapartnership.com

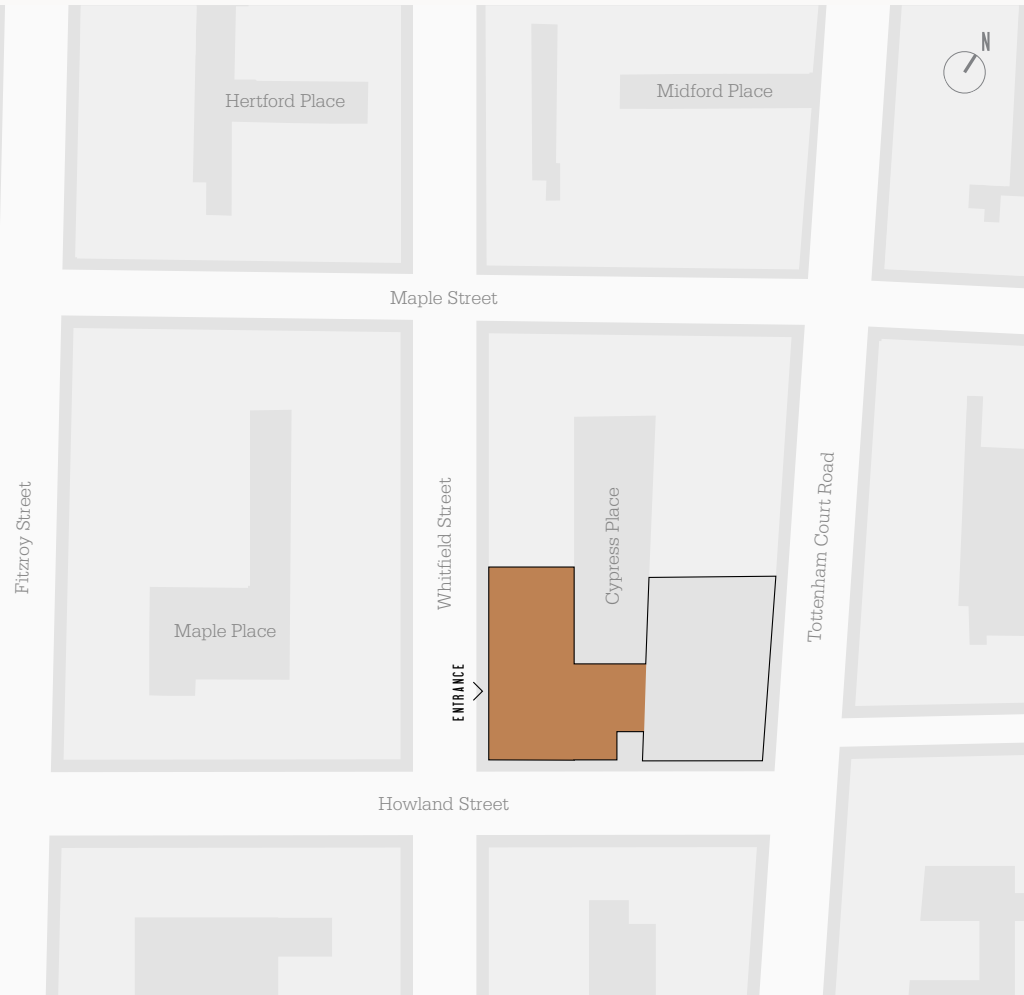
Find out more at:
camden.gov.uk/westendproject

Source: DSDHA



THE BUILDING

SITE PLAN



SCHEDULE OF AREAS

OFFICE FLOORS

FLOOR	SQ FT	SQ M
Sixth <i>(Pre-let to GEE Media)</i>	-	-
Fifth <i>(Pre-let to GEE Media)</i>	-	-
Fourth	3,782	351
Third	4,821	448
Second	4,819	448
First	5,867	545
Ground Office 1	2,787	259
Ground Office 2*	2,592	241
TOTAL AVAILABLE	24,668	2,292

TERRACES

FLOOR	SQ FT	SQ M
Sixth (Communal)	530	49
Fourth	943	88
TOTAL	1,473	137

*Potential for a dedicated entrance from Howland Street

KEY FEATURES



Contemporary office space



New portal entrance and glass doors

Newly designed staffed reception area with bespoke reception desk, new LED light fittings and feature wall finishes

Refurbished staircase, with new finishes to the lift cars and lift lobbies

New WCs and showers (x3)

Overhauled exposed two-pipe fan coil air conditioning

1:10 office density

3.0m floor to soffit height

Contemporary office space featuring new LED light installations and openable windows

Raised access floors carpeted throughout

Private terraces on 4th, 5th and 6th floors

Communal building terrace on 6th floor

20 car parking spaces

74 cycle storage bays

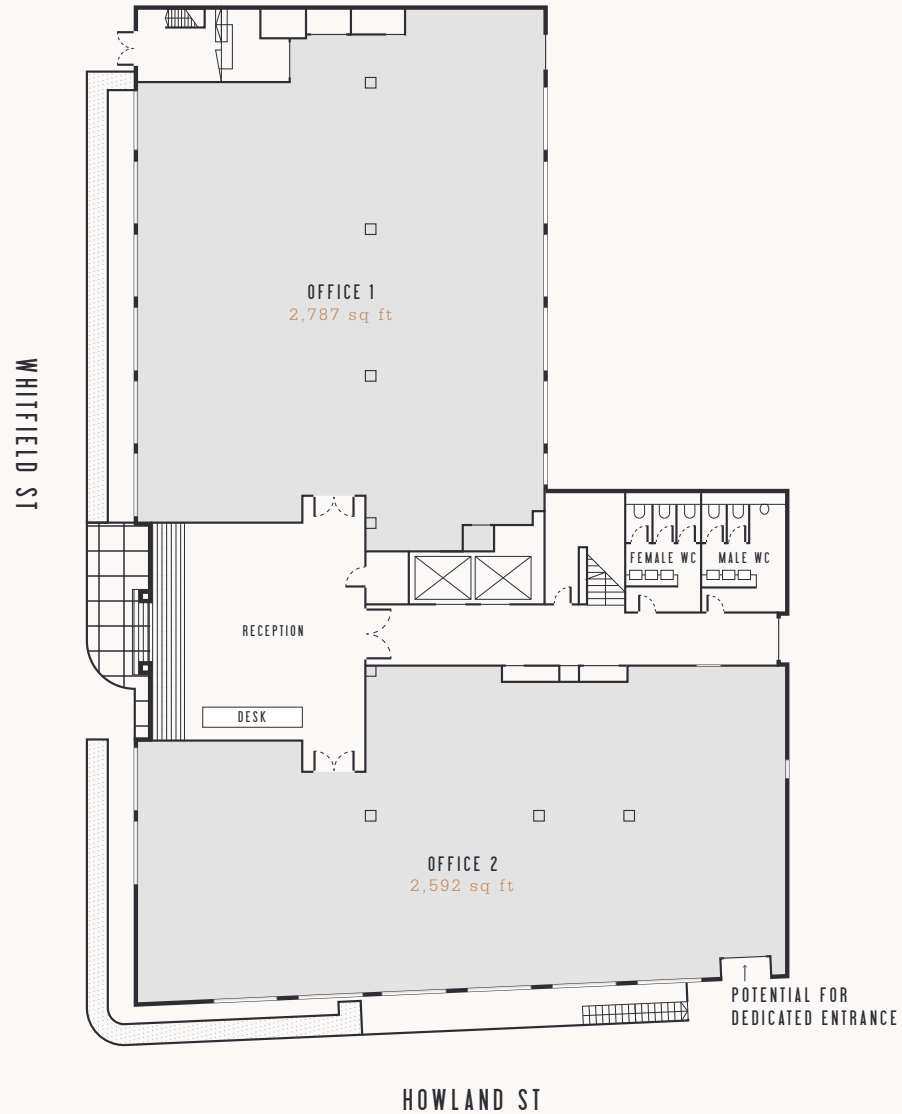
WiredScore Certification: Wired Certified Gold

GROUND FLOOR



SCHEDULE OF AREAS

	SQ FT	SO M
Office 1	2,787	259
Office 2*	2,592	241
TOTAL	5,379	500



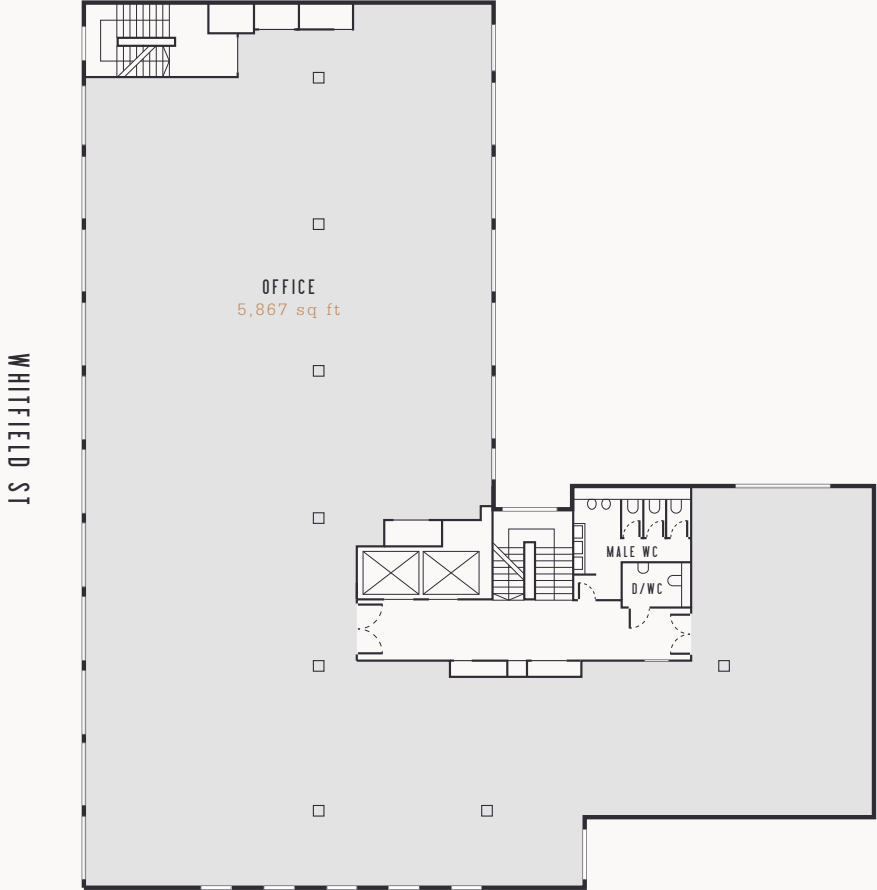
*Potential for a dedicated entrance from Howland Street.

FIRST FLOOR



SCHEDULE OF AREAS

	SQ FT	SQ M
Office	5,867	545



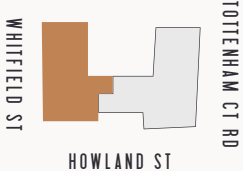
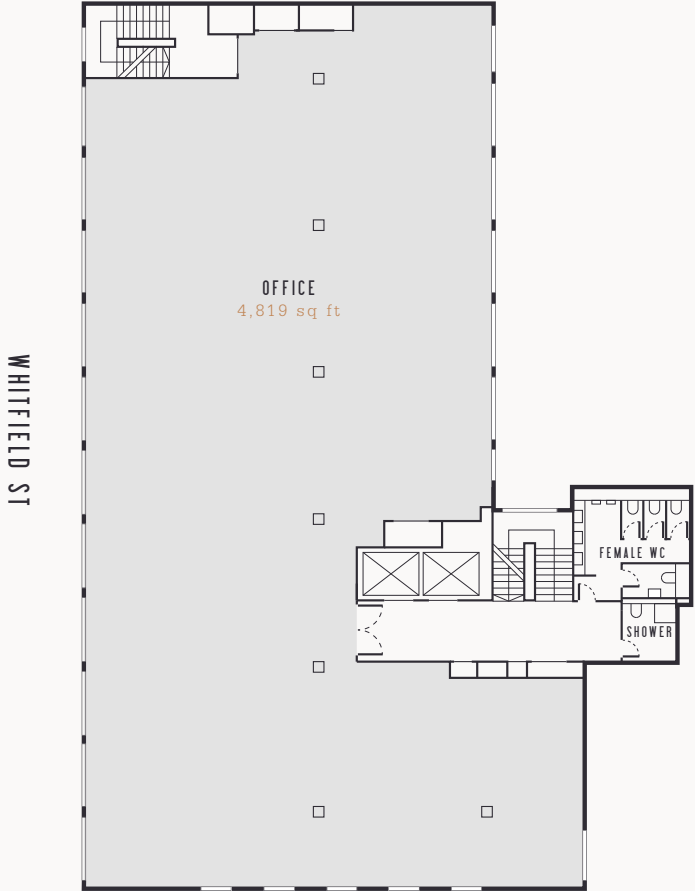
HOWLAND ST

SECOND FLOOR



SCHEDULE OF AREAS

	SQ FT	SQ M
Office	4,819	449



HOWLAND ST

THIRD FLOOR (SPACE PLAN)

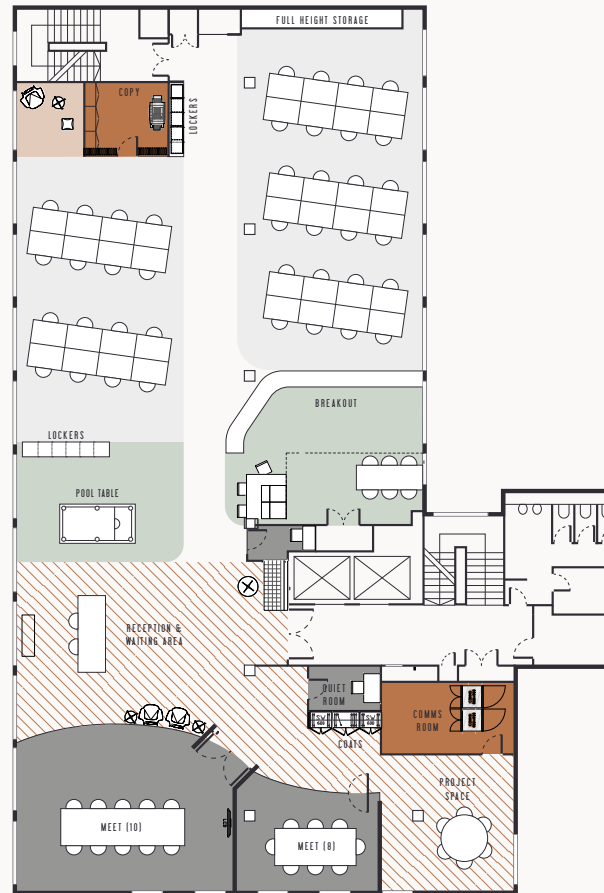


SCHEDULE OF AREAS

	SQ FT	SO M
Office	4,821	450



WHITFIELD ST



HOWLAND ST

ACCOMMODATION SCHEDULE

- 1 x Reception/ waiting area (2)
 - 1 x Meeting room (10)
 - 1 x Meeting room (8)
 - 1 x Informal meeting area
 - 1 x Project space
 - 2 x Quiet booths
 - 40 x Open plan
 - 1 x Breakout
 - 1 x Copy area
 - 1 x Comms room
- Headcount = 1:10 sq m

GENERAL ARRANGEMENT



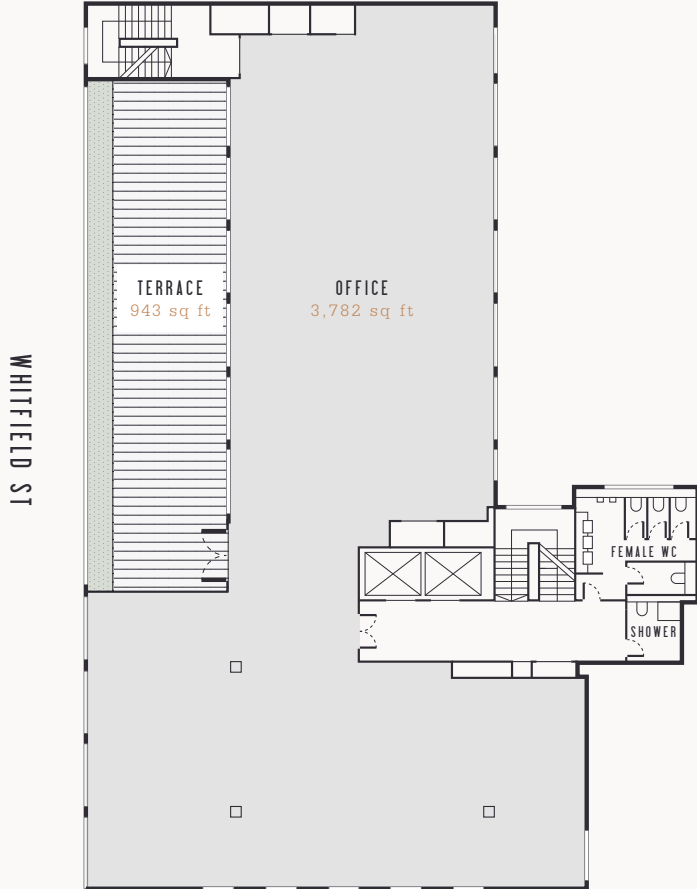
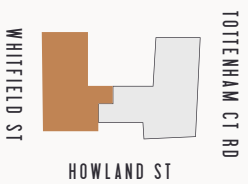
- Front of house
- Tea point / shared facilities
- Open plan
- Meeting rooms
- Open meeting area
- Common & copy areas

FOURTH FLOOR



SCHEDULE OF AREAS

	SQ FT	SQ M
Office	3,782	351
Terrace	943	88
TOTAL	4,725	439



HOWLAND ST



New 943 sq ft private terrace on fourth floor

SIXTH FLOOR

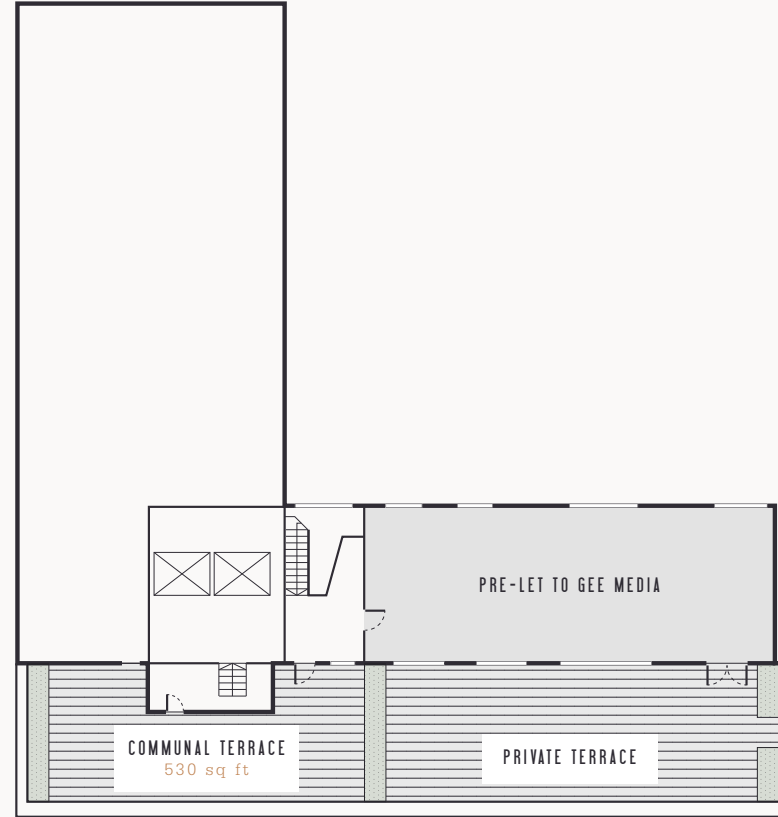


SCHEDULE OF AREAS

	SQ FT	SQ M
Communal Terrace	530	49



WHITFIELD ST



HOWLAND ST



530 sq ft communal building terrace on sixth floor benefiting from stunning views over central London

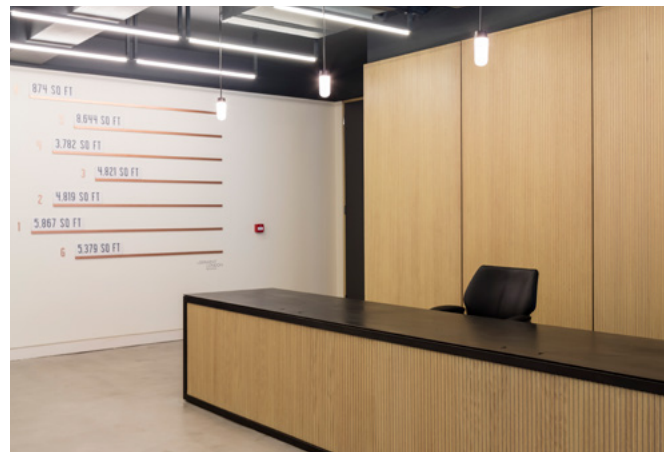
WCs

Modernist bathrooms utilise geometric shapes, patterns and clean, cool colours.



ENTRANCE

The Equitone clad portal defines the entrance to 78 Whitfield Street. Crisp, linear details create the signature finish, with stone treads leading up to automatic sliding doors.



RECEPTION

Bespoke strip lighting and routed oak timber panels reference the entrance portal, further enhancing the building's material palette.

THE TEAM

DERWENT LONDON PIPELINE PROJECTS

**White Collar Factory
Old Street Yard EC1**

Size: 293,000 sq ft
Completion: 2016
Architects: AHMM

**Brunel Building
Paddington W2**

Size: 240,000 sq ft
Completion: 2019
Architects: Fletcher Priest

**80 Charlotte Street
Fitzrovia W1**

Size: 380,000 sq ft
Completion: 2019
Architects: Make

**One Oxford Street
Soho W1**

Size: 275,000 sq ft
Completion: 2020
Architects: AHMM



White Collar Factory EC1



80 Charlotte Street W1



One Oxford Street W1



Brunel Building W2

90 WHITFIELD STREET COMING SOON

90 Whitfield Street is a striking, spacious and contemporary development centrally located in the heart of Fitzrovia.

Positioned around a central atrium, 12,000 sq ft of refurbished office space will be available in early 2017.

Existing tenants include; HOK International, Dentsu Aegis and Cisco International.



AGENTS

ASHWELL ROGERS

Ash Sharma
ash@ashwellrogers.com
020 7758 3285

Richard Williams
richardwilliams@ashwellrogers.com
020 7758 3289

KNIGHT FRANK

Ian McCarter
ian.mccarter@knightfrank.com
020 7861 1506

William Foster
william.foster@knightfrank.com
020 7861 1191

Oliver Watkins
oliver.watkins@knightfrank.com
020 7861 1547

ARCHITECTS

DMFK

www.dmfk.co.uk

ENERGY

ENERGY PERFORMANCE CERTIFICATE:

Rating E