



HAMMERSMITH CENTRAL

Luxury living in West London's largest office district

10 MINUTES FROM THE MOST EXCLUSIVE NAMES IN THE CAPITAL

HAMMERSMITH LONDON W6

W6

Welcome to the **only** new build apartment opportunity

one of the most cosmopolitan and the largest office district
in West London

Hammersmith
CENTRAL



Hammersmith Central redefines the meaning of opportunity - 63 one bed and 13 two bed executive apartments, **the only new build apartments** in a prime conservation area, within a principal business district, **10 minutes from Knightsbridge**, and 20 minutes from the very heart of the Capital yet surrounded by parkland, riverside promenades and town centre designer shopping...

i n H a m m e r s m i t h

...and perhaps most significantly, apartments available now off plan with demand and potential in a league of their own.



KINGS CROSS ST PANCRAS 25 mins UNIVERSITY COLLEGE LONDON 23 mins THE WEST END 15 mins HYDE PARK 12 mins KNIGHTSBRIDGE 11 mins THE CITY 32 mins WESTMINSTER 19 mins CANARY WHARF 36 mins OLYMPIA 11 mins EARLS COURT 5 mins CHELSEA 13 mins ...average journey times by tube



Executive living minutes from the metropolis

KING STREET
Designer shopping, boutiques & bars

HAMMERSMITH FLYOVER
The great West Road linking to the M25 and UK motorway network within 10 mins approx.

HAMMERSMITH BRIDGE
The first suspension bridge to span the River Thames



Connect Direct

You don't commute to the City or Canary Wharf from Hammersmith, you just simply **connect**.

Average journey times by tube to the Capital's principal multi-disciplinary universities include:-

- Imperial College South Kensington **8 mins**
- Imperial College Charing Cross Campus Walk from Hammersmith tube **10 mins**
- University of Westminster Oxford Circus **21 mins**
- London School of Economics Temple **22 mins**
- Kings College Strand Campus Temple **22 mins**
- University College London Russell Square **23 mins**



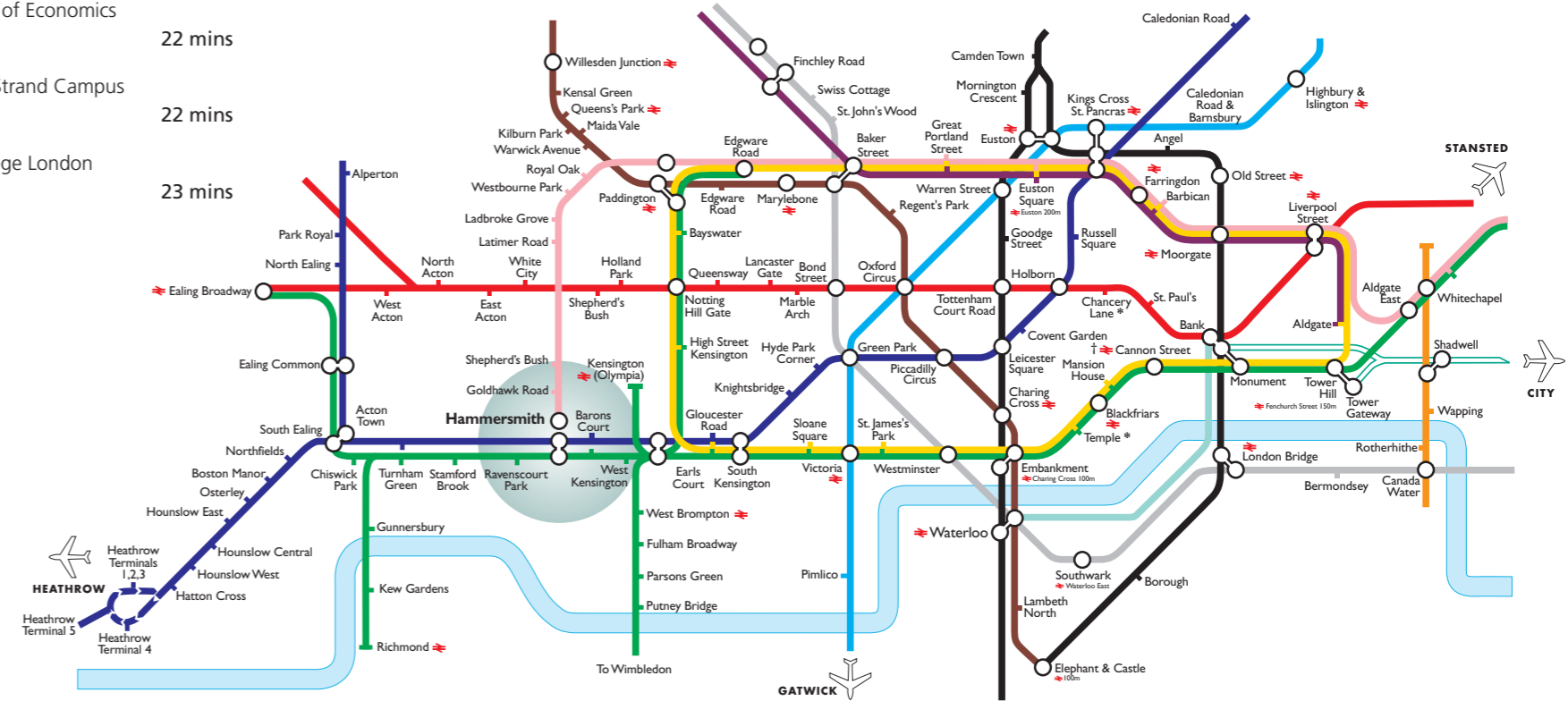
With 3 tube lines servicing Hammersmith (District, Piccadilly, and Hammersmith & City), a major bus terminus and road connections direct to the UK's motorway network, it's Heathrow or the City in around 30 minutes, it's the West End in 15, Knightsbridge shopping in 10... with the connection just 5 minutes from your apartment - **welcome to Hammersmith Central**.

As a world class capital city, London needs little introduction, its monumental architecture, its pageantry, heritage, its financial powerhouses, royal parks and exhilarating experiences are all within convenient proximity, so too its connections further afield. Eurostar services from St Pancras are 25 minutes journey time while London Heathrow terminals are just 30 minutes direct.

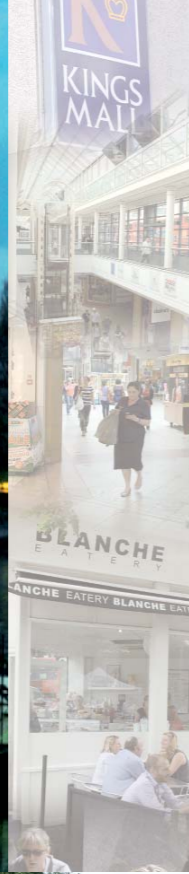
Take to the tube, take to the car, a taxi or a short walk and you're where you want to be, whether it's a serene walk along the Thames at sunset or a breakfast board meeting in the City, time is on your side. **Connect direct from Hammersmith Central**.

Average journey times by tube include:-

- Earls Court **5 mins**
- Knightsbridge **11 mins**
- Green Park **15 mins**
- Leicester Square **18 mins**
- Westminster **19 mins**
- Covent Garden **19 mins**
- Oxford Circus **21 mins**
- St. Pancras (Eurostar) **25 mins**
- London Heathrow **30 mins**
- Bank (City) **32 mins**
- Canary Wharf **36 mins**
- North Greenwich (O2 arena) **39 mins**
- Stratford (Olympic Park) **43 mins**
- London City Airport **51 mins**

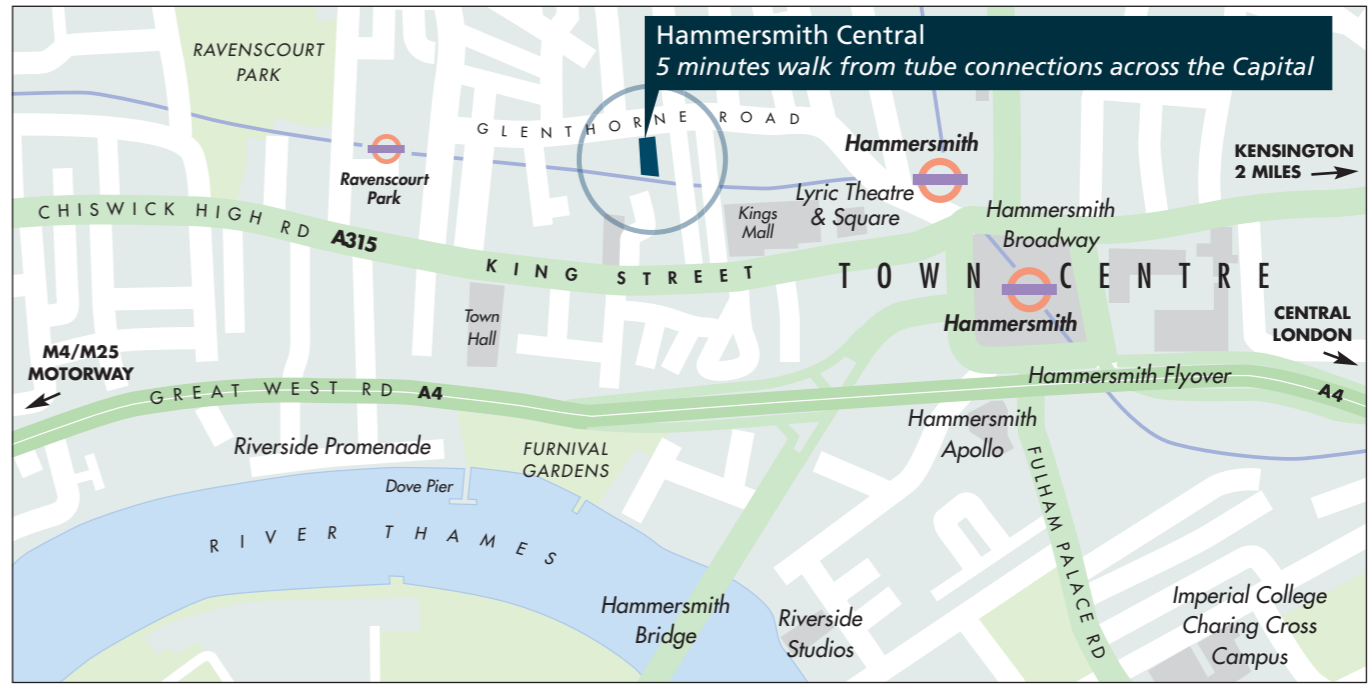
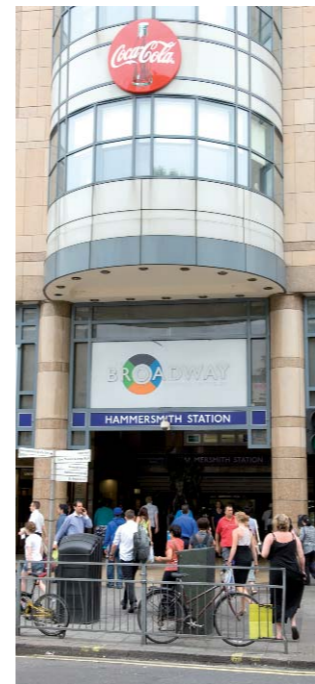


UNIVERSITY OF LONDON



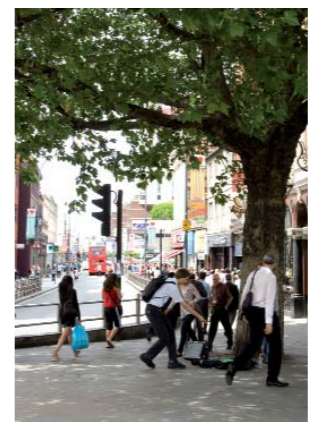
Hammersmith is a scenic, social and recreational hotspot on the River. It has surviving historic features such as being home to London's oldest riverside pub 'The Dove', frequented in the past by Ernest Hemmingway to the more recent former BBC production hub at Riverside studios.

There is something for everyone, for all ages, whether in education, recreation or cultural taste, Hammersmith is a centre of sophisticated style, diverse entertainment, traditional haunts and designer label shopping. The municipal parkland of Ravenscourt around 300 metres from the apartments provides tennis courts, basketball and over 20 acres of green expanse with the much heralded 'green flag' award. Stroll to the river, stroll to a fine restaurant, shopping mall, cinema or theatre - *it's on your doorstep at Hammersmith Central.*



Facilities within the local vicinity include:-

- The Lyric Hammersmith Theatre.
- Designer and high street shopping in King Street.
- Kings Mall shopping centre.
- Ravenscourt Park - sport & recreation.
- Furnival Gardens - riverside park.
- The Hammersmith Apollo - concert hall and theatre.
- Westfield shopping centre (2 miles approx) - the largest in London.
- Riverside Studios (formerly BBC), a cinema, performance stage, bar and café.
- Lyric Square streetlife, bars and nightlife.
- Gastro bars, bistros, restaurants and pubs, including 'The Dove' - the oldest surviving riverside pub in London.
- Speciality multi-cultural markets.



A recreational & cultural oasis
ON YOUR DOORSTEP

Hammersmith
CENTRAL

lifestyle



Residents at Hammersmith Central will be within 5 minutes walk of Lyric Square and its surrounding cosmopolitan cafés, juice bars, bistros, traditional pubs and vibrant ever changing entertainment that dominates the Square itself.

The Lyric story started life in 1895 as an intimate opera house and now, over 100 years later, presents around 1000 performances a year from some of the world's finest writers, directors and stage actors.



The town is buzzing, alive with an eclectic mix of diverse entertainment, colourful streetlife and themed restaurants. Whether it's Belushi's, Riverside Studios or any number of international eateries, you're amid a town that's atmospheric - the 'West End' of West London... *and of course, if you prefer then hop on the tube and within 18 minutes you're in the heart of Theatreland, Leicester Square and the Capital's non-stop kaleidoscope of world class entertainment!*

A fusion of nightlife, streetlife... fashion & al-fresco eateries

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l i f e s t y l e



Long term capital growth potential
SECOND TO NONE



Comparative Property Analysis

There are currently no new build apartments for sale in Hammersmith. There are numerous developments at various stages of planning within the surrounding postcodes and only one other in W6 with a refused planning application. The resale market is buoyant and highlights the demand and evident shortage of quality living space within W6.

The Development

The apartments are arranged from ground to sixth floor penthouse level, the majority having a balcony or terrace. The development will feature an extensive sixth floor communal rooftop terrace, a landscaped private garden and will provide limited secure parking. Access to the apartments will be via a reception foyer and adjoining lift lobby.

As these authentic upper level views clearly demonstrate, the metropolis is deceptively close, yet in contrast the apartments enjoy a more rural panoramic aspect. With the new iconic arch of Wembley Stadium to the north, the BT tower signifying the heart of the West End to the east and sweeping views across the town centre itself, the communal roof terrace and many apartments will enjoy superb uninterrupted vistas across the London skyline.



Savour the London skyline FROM DAWN TO DUSK

It may be breakfast on your own private balcony and Pimms at sunset on the roof terrace, but whatever you choose, residents can be assured of privacy and exclusivity at Hammersmith Central.



the opportunity



Each apartment is specified with premier finishes and fittings, from luxuriously appointed bathrooms to fully integrated kitchen appliances, from Sky+ connections to Serozzetta Cinco door furniture, the apartments have been designed to offer an executive lifestyle maximising on natural light, space and well proportioned living areas. Contemporary style, sleek finishes and functionality are foremost. *The luxury is yours to simply enjoy.*

Living/Dining

Wood strip veneer flooring to living/dining & hall areas.

Biomass heating via radiators.

White oak faced doors with Serozzetta Cinco chrome door furniture.

Recessed downlights.

Soft tone emulsion finish walls.

Sky+ & terrestrial TV sockets.

Telephone socket.

Majority with balcony or terrace.

Bathrooms

White sanitaryware throughout.

Bath with shower handset over and shower screen.

Roca Vectra single lever shower mixer and basin taps.

Recessed downlights.

Shower rooms feature white tray with clear glass shower enclosure.

Ceramic floor and full height wall tiling to bath surround, half height to sanitaryware walls.

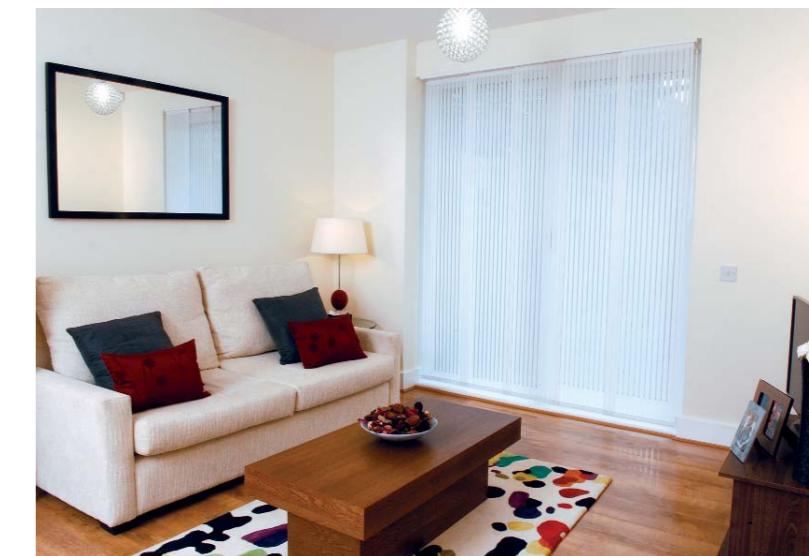
Security

Video entryphone system to each apartment.

Communal Areas

Carpeted lift lobbies and common corridors to all floor levels.

Lift serving all floor levels.



Specifications for a new era in luxury London living

Kitchens

Ceramic tiling to kitchen area.

Fully integrated appliances to include washer/dryer & dishwasher, fridge/freezer, stainless steel oven & hood and ceramic hob.

High gloss white unit doors with shaker style bar handles.

Black granite worktops and upstands.

Bedrooms

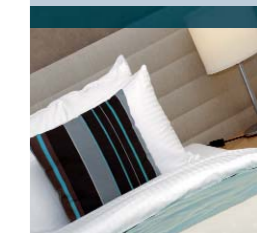
Fully fitted carpets throughout.

Fully fitted wardrobes to master bedroom.

Recessed downlights.

TV and telephone extension sockets to all bedrooms.

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Employment Overview

Hammersmith is the largest of the West London office districts with an estimated total office stock in the region of 8.5 million sq. ft. of space – providing an ideal alternative for the West End and City business sectors. The district continues to attract new occupiers whilst retaining and enabling expansion within its existing business community.

Major occupiers include L’Oreal, Sony Ericsson, Coca Cola, EMI and the Walt Disney Company.

Hammersmith has a workforce of around 120,000 with the majority employed in the financial and media professions.

Investment Overview

The apartments are situated in a desirable location within the Bradmore Conservation Area, and immediately adjacent the affluent Brackenbury Village. Given its recreational, business and commercial assets, then taking into account the profound shortage of quality living space and zero status of residential new build other than Hammersmith Central, buy to let and owner/occupier investors are faced with a singularly unique opportunity offered exclusively by D & G Estates.

The apartment mix of 63 one beds and 13 two beds at Hammersmith Central must surely command the key role in providing luxurious new living space for the multitude of discerning young professionals and executives wishing a sought after address without the ‘high profile’ price tag.

The apartments also play a key role in providing an excellent investment in prime London property for owner/occupiers and landlords alike.



Hammersmith Central Building on success

Galliford Try Plc is a top ten listed and award winning house building and construction group with revenues of £1.5 billion. The company is developing approximately 1800 homes in 2009/10. The house building sector operates through four strong regional brands, one of which playing a principal role is Linden Homes.

The vast majority of new build (some 95%) is on brownfield land with sites strategically located across the UK. Galliford Try Plc are widely acknowledged and respected for outstanding customer service, project delivery and innovation... culminating in numerous national awards.

An award winning developer

Linden Homes are award winning market leaders, specialising in brownfield regeneration in prime ‘up & coming’ locations, where signature architecture and contemporary design combine to offer stunning living space with emphasis on value and flexible layout.

Sites are identified within established residential pockets, close to amenities and good transport links. Linden Homes have a dedicated customer service team with an adviser allocated to a transaction from enquiry to completion and aftersales expertise.

Hammersmith Central is Linden Homes’ latest and most innovative London development. It is also the only active new build project in the borough, this aspect alone elevates Linden Homes to a singularly unique developer offering high demand apartments in a highly prized location.

A DEVELOPMENT
BY



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www.gallifordtry.co.uk

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A DEVELOPMENT BY



HAMMERSMITH CENTRAL

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W6