

A MARK OF QUALITY

A STRIKING NEW  
DEVELOPMENT  
OF CONTEMPORARY  
1, 2 & 3 BEDROOM  
APARTMENTS AND  
2 & 3 BEDROOM HOUSES,  
IN THE HEART OF  
WEST HAMPSTEAD.



[THECENTRAL.CO.UK](http://THECENTRAL.CO.UK)



## DESIGNED FOR 21ST CENTURY LIVING

Imagine a spacious, contemporary home bathed in natural light, with high specification fixtures and fittings, excellent soundproofing, private outside space and concierge facilities.

Now place it in the heart of West Hampstead, a vibrant and affluent local community, with exceptional public transport links to destinations throughout central London.

WELCOME  
TO THE  
CENTRAL

©

# GET CONNECTED

Living in West Hampstead couldn't be more convenient. Commuting is a breeze, courtesy of London Underground's Jubilee Line, First Capital Connect's Brighton to Bedford service and Overground rail services from Richmond to Stratford.

Together they offer direct connections to St Pancras Station (for Eurostar and mainline services), The City, Canary Wharf and London's West End all in a matter of minutes, as well as to Gatwick Airport and further afield.

A wide choice of bus and cycle routes completes the picture of convenience and accessibility.



“ ”  
 FROM WEST HAMPSTEAD YOU CAN ACCESS THE WHOLE OF LONDON IN MINUTES  
 ©

## DISTANCE (MILES)

- REGENT'S PARK — 2.5 MILES
- SOHO — 5 MILES
- KNIGHTSBRIDGE — 4.5 MILES
- SOUTHBANK — 5.5 MILES
- OLYMPIC VILLAGE — 11 MILES

Source: [www.the-aa.com/routeplanner.com](http://www.the-aa.com/routeplanner.com)

## WALKING TIMES (MINS)

- WEST HAMPSTEAD THAMESLINK RAIL — 1 MINS
- WEST HAMPSTEAD OVERGROUND — 2 MINS
- WEST HAMPSTEAD UNDERGROUND — 3 MINS

Source: [www.walkit.com](http://www.walkit.com)

## TUBE TRAVEL TIMES (MINS)

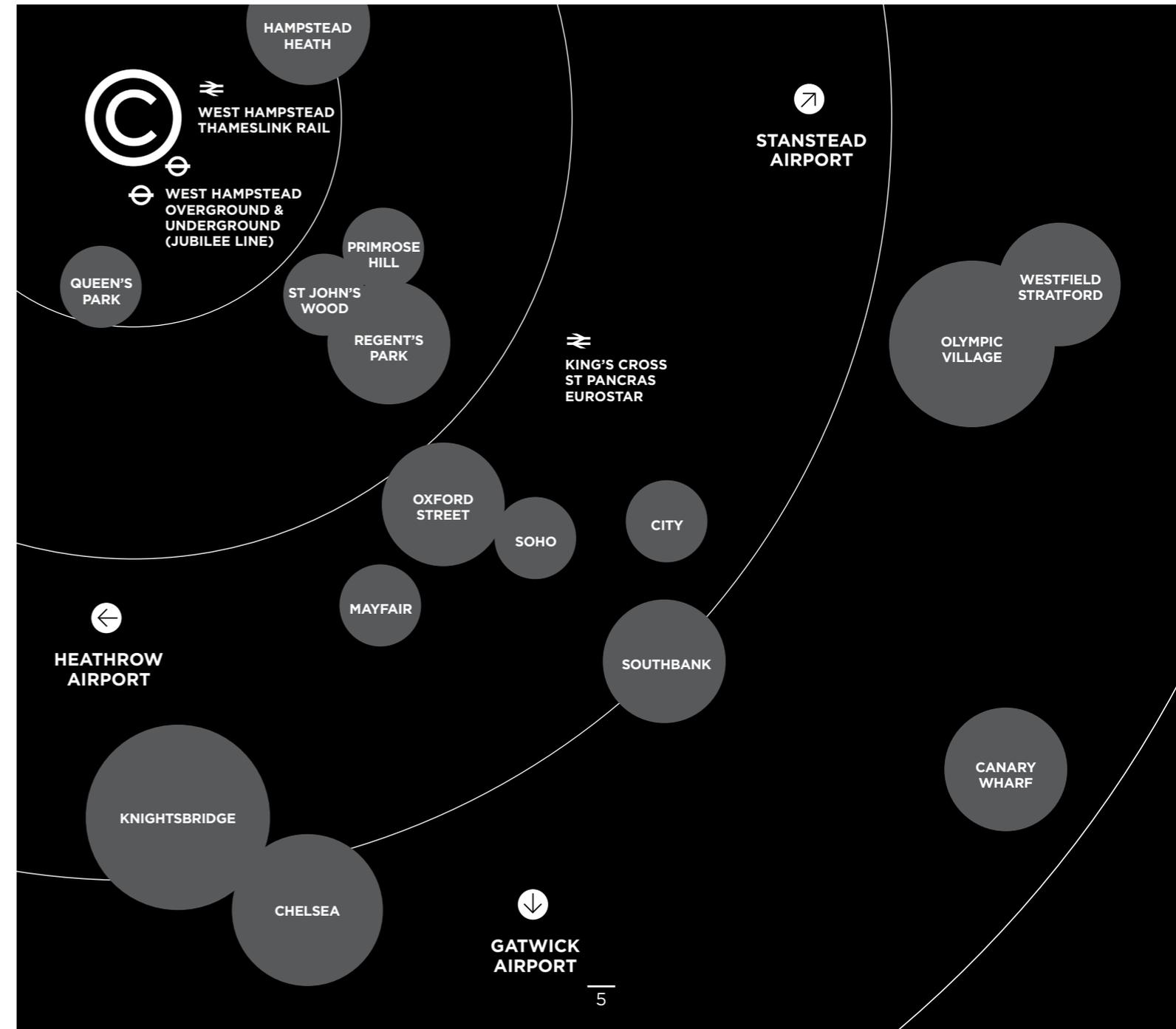
- BOND STREET — 9 MINS
- OXFORD CIRCUS — 15 MINS
- LONDON BRIDGE — 18 MINS
- CANARY WHARF — 25 MIN

## THAMES LINK (MINS)

- ST PANCRAS/KINGS CROSS — 8MINS
- FARRINGDON — 13 MINS
- CITY THAMESLINK — 17 MINS

Source: [www.tfl.com](http://www.tfl.com)

The Central, 163 Iverson Road, London Nw6 2RB





“ ”  
ARGUABLY THE  
BEST SELECTION  
OF PLACES  
TO EAT, DRINK  
AND RELAX IN  
ALL OF LONDON  
©



EVERYTHING YOU NEED IS A STONE'S THROW AWAY

## ON YOUR DOORSTEP

West Hampstead used to be known as West End Village, and for good reason. This affluent part of London has a strong local community and its own distinct vibe, full of life and vitality.

The area has long been home to an eclectic mix of artists, scientists and academics. Café society thrives, with myriad bars, restaurants, cafés and independent retailers to suit all tastes.

Whether you're in search of a unique dining experience, a pint of best bitter or simply a pint of milk, you won't need to venture far if you live in West Hampstead.

Eternally popular with young professionals and families, the area is a sound choice for owner occupiers and investors alike.



## MEET THE NEIGHBOURS



## FOOD & DRINK

The social hub of West Hampstead is West End Lane, where good quality restaurant chains, such as Strada, Banana Tree and Feng Sushi, nestle with the likes of The Wet Fish Café, for sublime seafood, and The Alice House, with its youthful vibe, exposed brickwork and long cocktail list.

Slightly further afield, nearby Hampstead and Maida Vale have a vast selection of bars and restaurants and, of course, London's West End is only minutes away by tube.



## HEALTH & FITNESS

Whether you're looking to drop a dress size or hone that perfect six pack, The Gym, Movers & Shapers and Gloves Boxing Club, all in West Hampstead, are worth checking out. There's also a branch of Virgin Active in Swiss Cottage and Bannatyne's health club in nearby Maida Vale.

Cumberland Lawn Tennis Club and Hampstead Cricket Club in Alvanley Gardens have a gym, squash courts and an active bridge scene, in addition to excellent tennis and cricket facilities.

Last but definitely not least, nearby Hampstead Heath, with its 790 acres of open space to jog or stroll in, panoramic views over Central London and quirky swimming ponds is guaranteed to satisfy fresh air fanatics large and small.



## LEISURE

Rapt audiences regularly enjoy a host of new plays at the internationally respected Hampstead Theatre, whilst Tricycle Theatre in nearby Kilburn offers an eclectic mix of live performances and movies. The Everyman Cinema in nearby Hampstead Village and the Vue multiplex at the O2 Centre are also handy destinations for catching the latest film releases.



## RETAIL THERAPY

Fashionistas can hit Bond Street by tube in a matter of minutes, or head to nearby Hampstead Village for its excellent range of upmarket chains and independent boutiques, whilst Portobello Road Market is a great destination for one-off vintage finds.

Foodies adore West Hampstead Farmers' Market, held on Saturdays outside West Hampstead Thameslink station. This is a great place to pick up delicious artisan bread, fresh fish, organic meat and poultry and seasonal fruit and veg.

A popular haunt of the local literati, West End Lane Books offers terrific browsing opportunities, with guest authors and story-telling sessions for children, whilst nearby the O2 Centre in Finchley Road has good shopping and leisure facilities for those who don't want to jump on a tube into central London.

## THE LOBBY

Step through the secure steel and glass entrance into the spacious interior-designed lobby, featuring a waiting area furnished in contemporary style and concierge facilities.

From here, lifts (or stairs if you prefer) take you to all floors of the building.

### Specifications

- Solid core powder-coated steel and glass entrance doors
- Interior-designed communal lobby, with concierge facilities
- Waiting area in lobby
- Lift to all floors
- Landscaped communal gardens

For full specifications go to page 23





## LIVING AREA

A home at The Central makes a perfect retreat where you can relax and unwind after a busy day. Living areas are bathed in natural light and feature real oak engineered flooring, with under floor heating throughout, for a contemporary, cosy and practical feel.

Wall-mounted TV points, pre-wired ceiling speakers and a central audio visual cupboard ensure that AV requirements are met, whilst recessed low energy lighting, stainless steel sockets and switches, and a video entry phone system complete the picture of high tech convenience.

### Specifications

- Matt emulsion to all internal walls
- Real oak engineered flooring
- Under floor heating throughout the apartments
- Lighting control to living rooms
- Central audio visual cupboard
- Wall-mounted TV positions
- Pre-wired positions for ceiling speakers
- Handleless high-gloss finish to kitchen units from Pronorm by Poggenpohl

For full specifications go to page 23



## BATHROOMS & EN SUITES

All homes at The Central feature luxury contemporary bathroom suites with quality fittings including Majestic shower enclosures, Hansgrohe Monobloc taps, Zehnder heated towel rails and Duravit sanitary ware.

The large format wall and floor tiles by Porcelanosa complete the modern relaxed feel.

### Specifications

- Luxury contemporary bathroom suites in white, by Duravit
- Wall-hung WC by Duravit
- Zehnder chrome heated towel rails
- Mirror-fronted integrated wall cabinets
- Majestic shower enclosures
- Slimline shower trays
- Large format tiles to all walls and floors by Porcelanosa

For full specifications go to page 23

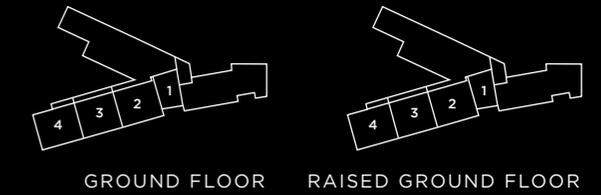
# FLOOR PLANS: GROUND/RAISED GROUND DUPLEX

The Central comprises 23 high specification luxury apartments spanning five floors. Whether you are in search of a one-bedroom pied-à-terre, a larger two-bedroom flat or a spacious three-bedroom duplex apartment, the development has something for everyone.

“ ”

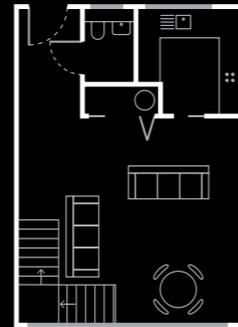
Space and  
light in  
perfect  
harmony

©

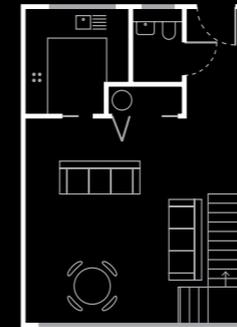


## RAISED GROUND FLOOR

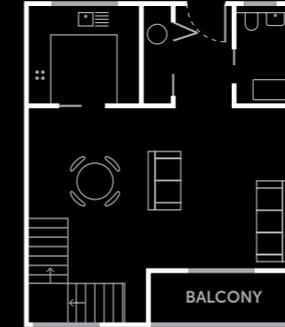
### APARTMENT 1 UPPER



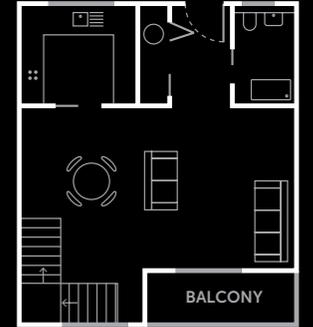
### APARTMENT 2 UPPER



### APARTMENT 3 UPPER

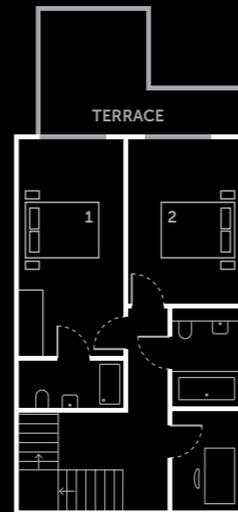


### APARTMENT 4 UPPER

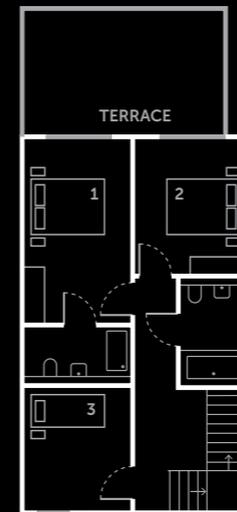


## GROUND FLOOR

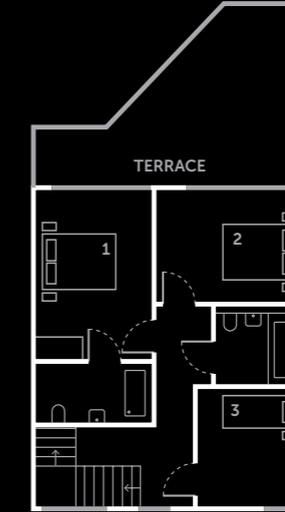
### APARTMENT 1 LOWER



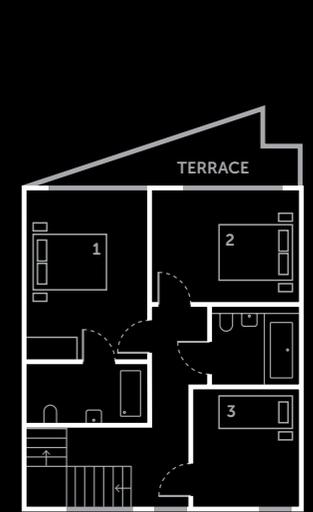
### APARTMENT 2 LOWER



### APARTMENT 3 LOWER



### APARTMENT 4 LOWER



#### APARTMENT 1

Ground / Raised Ground Duplex  
2 Beds / 2 Bathrooms  
101.4 sqm (1,091 sqft)  
Living / Dining / Kitchen: 5.7m x 8.0m  
Bed 1: 2.7m x 5.6m  
Bed 2: 2.8m x 4.3m  
Terrace: 8.0 sqm

#### APARTMENT 2

Ground / Raised Ground Duplex  
3 Beds / 2 Bathrooms  
100.1 sqm (1,077 sqft)  
Living / Dining / Kitchen: 5.6m x 8.0m  
Bed 1: 2.6m x 4.7m  
Bed 2: 2.8m x 3.5m  
Bed 3: 2.6m x 3.1m  
Terrace: 13 sqm

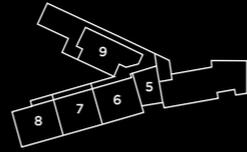
#### APARTMENT 3

Ground / Raised Ground Duplex  
3 Beds / 3 Bathrooms  
108 sqm (1,162 sqft)  
Living / Dining / Kitchen: 6.9m x 6.5m  
Bed 1: 3.0m x 4.3m  
Bed 2: 3.8m x 2.8m  
Bed 3: 2.7m x 3.0m  
Balcony: 4.0 sqm  
Terrace: 8.0 sqm

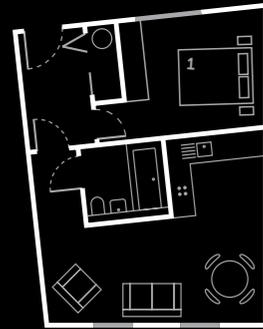
#### APARTMENT 4

Ground / Raised Ground Duplex  
3 Beds / 3 Bathrooms  
109.2sqm (1,175 sqft)  
Living / Dining / Kitchen: 7.0m x 6.5m  
Bed 1: 3.1m x 4.3m  
Bed 2: 3.8m x 2.8m  
Bed 3: 2.7m x 3.0m  
Balcony: 4.5 sqm  
Terrace: 7.0 sqm

# FLOOR PLANS: FIRST FLOOR

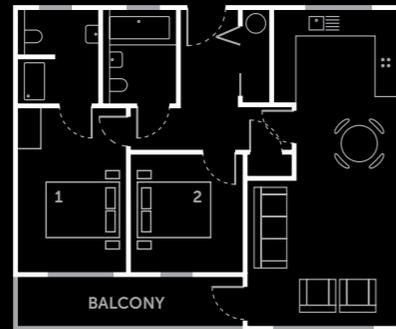


APARTMENT 5



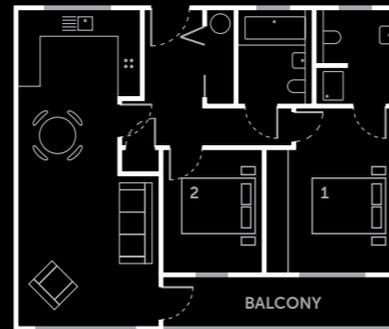
**APARTMENT 5**  
First floor  
1 Bed / 1 Bathroom  
45 sqm (484 sqft)  
Living / Dining / Kitchen: 5.7m x 4.7m  
Bed 1: 3.6m x 3.0m

APARTMENT 6



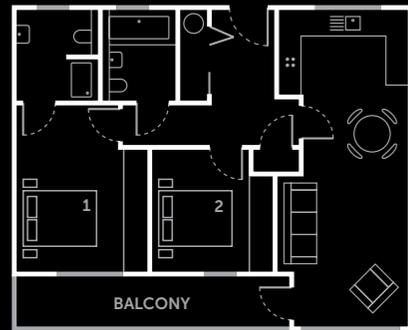
**APARTMENT 6**  
First floor  
2 Beds / 2 Bathrooms  
71 sqm (764 sqft)  
Living / Dining / Kitchen: 3.9m x 8.1m  
Bed 1: 2.8m x 4.2m  
Bed 2: 2.9m x 3.0m  
Balcony: 7.0 sqm

APARTMENT 7



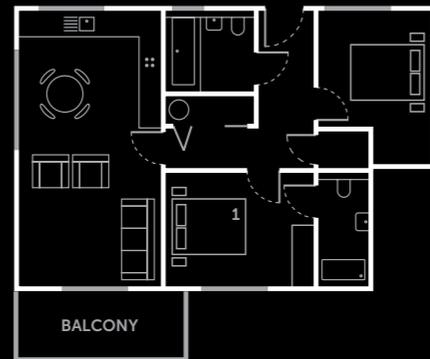
**APARTMENT 7**  
First floor  
2 Beds / 2 Bathrooms  
69 sqm (743 sqft)  
Living / Dining / Kitchen: 3.6m x 8.1m  
Bed 1: 3.2m x 4.2m  
Bed 2: 2.6m x 3.1m  
Balcony: 7.0 sqm

APARTMENT 8



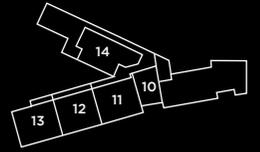
**APARTMENT 8**  
First floor  
2 Beds / 2 Bathrooms  
72 sqm (775 sqft)  
Living / Dining / Kitchen: 3.4m x 8.1m  
Bed 1: 2.8m x 4.2m  
Bed 2: 3.3m x 3.1m  
Balcony: 9.0 sqm

APARTMENT 9

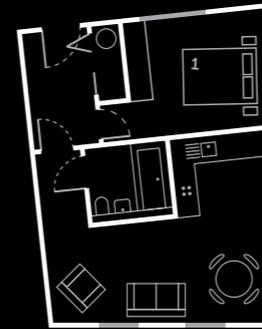


**APARTMENT 9**  
First floor  
2 Beds / 2 Bathrooms  
71 sqm (764 sqft)  
Living / Dining / Kitchen: 3.7m x 7.1m  
Bed 1: 4.0m x 2.9m  
Bed 2: 2.9m x 3.0m  
Balcony: 6.7 sqm

# FLOOR PLANS: SECOND FLOOR

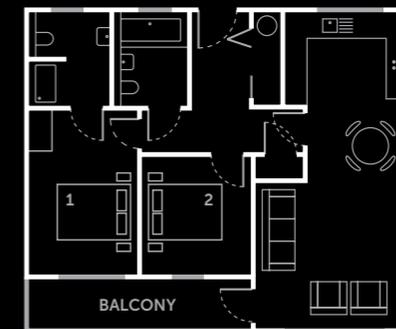


APARTMENT 10



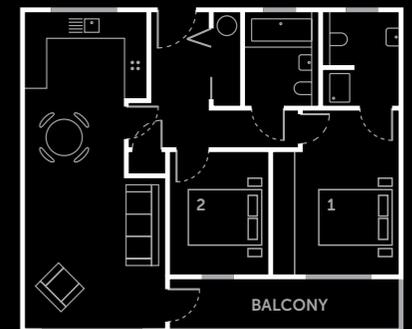
**APARTMENT 10**  
Second floor  
1 Bed / 1 Bathroom  
46 sqm (495 sqft)  
Living / Dining / Kitchen: 5.7m x 4.8m  
Bed 1: 3.7m x 3.0m

APARTMENT 11



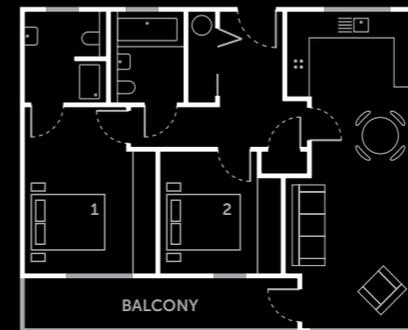
**APARTMENT 11**  
Second floor  
2 Beds / 2 Bathrooms  
72 sqm (775 sqft)  
Living / Dining / Kitchen: 4.0m x 8.2m  
Bed 1: 2.8m x 4.3m  
Bed 2: 2.9m x 3.0m  
Balcony: 7.0 sqm

APARTMENT 12



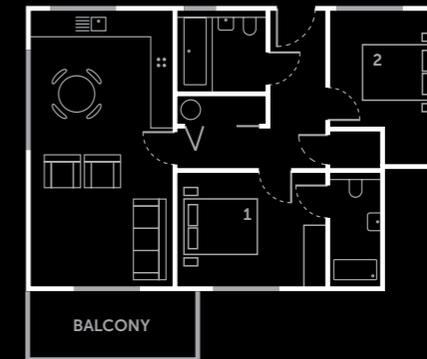
**APARTMENT 12**  
Second floor  
2 Beds / 2 Bathrooms  
70 sqm (753 sqft)  
Living / Dining / Kitchen: 3.6m x 8.2m  
Bed 1: 3.2m x 4.3m  
Bed 2: 2.6m x 3.2m  
Balcony: 7.0 sqm

APARTMENT 13



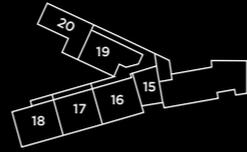
**APARTMENT 13**  
Second floor  
2 Beds / 2 Bathrooms  
73 sqm (786 sqft)  
Living / Dining / Kitchen: 3.4m x 8.1m  
Bed 1: 3.4m x 4.3m  
Bed 2: 3.3m x 3.2m  
Balcony: 9.0 sqm

APARTMENT 14

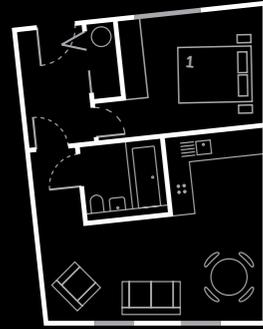


**APARTMENT 14**  
Second floor  
2 Beds / 2 Bathrooms  
71 sqm (764 sqft)  
Living / Dining / Kitchen: 3.7m x 7.1m  
Bed 1: 4.0m x 2.9m  
Bed 2: 2.9m x 3.0m  
Balcony: 6.7 sqm

# FLOOR PLANS: THIRD FLOOR

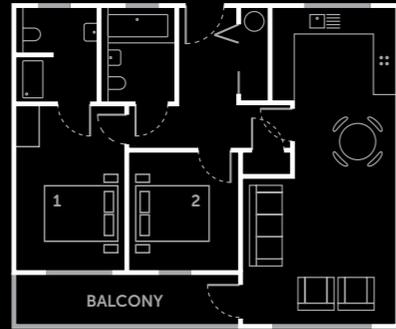


APARTMENT 15



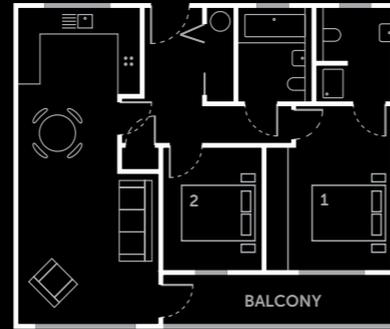
**APARTMENT 15**  
Third floor  
1 Bed / 1 Bathroom  
46 sqm (495 sqft)  
Living / Dining / Kitchen: 5.7m x 4.8m  
Bed 1: 3.7m x 3.0m

APARTMENT 16



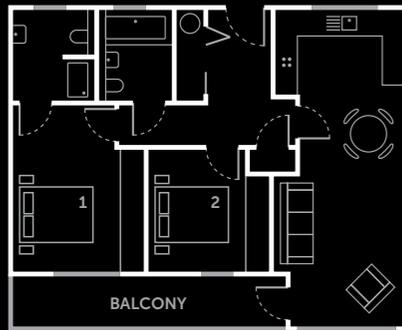
**APARTMENT 16**  
Third floor  
2 Beds / 2 Bathrooms  
73 sqm (786 sqft)  
Living / Dining / Kitchen: 4.0m x 8.2m  
Bed 1: 2.8m x 4.3m  
Bed 2: 2.9m x 3.0m  
Balcony: 7.0 sqm

APARTMENT 17



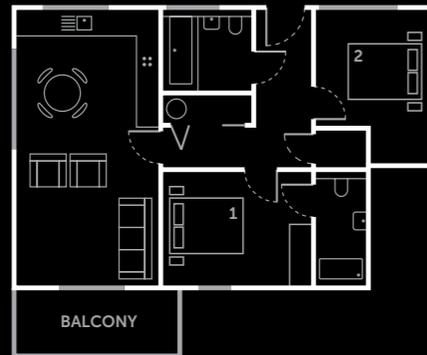
**APARTMENT 17**  
Third floor  
2 Beds / 2 Bathrooms  
70 sqm (753 sqft)  
Living / Dining / Kitchen: 3.6m x 8.2m  
Bed 1: 3.2m x 4.3m  
Bed 2: 2.6m x 3.2m  
Balcony: 7.0 sqm

APARTMENT 18



**APARTMENT 18**  
Third floor  
2 Beds / 2 Bathrooms  
73 sqm (786 sqft)  
Living / Dining / Kitchen: 3.4m x 8.2m  
Bed 1: 3.4m x 4.3m  
Bed 2: 3.3m x 3.2m  
Balcony: 9.0 sqm

APARTMENT 19



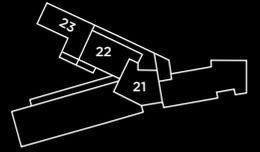
**APARTMENT 19**  
Third floor  
2 Beds / 2 Bathrooms  
71 sqm (764 sqft)  
Living / Dining / Kitchen: 3.7m x 7.1m  
Bed 1: 4.0m x 2.9m  
Bed 2: 2.9m x 3.0m  
Balcony: 6.5 sqm

APARTMENT 20

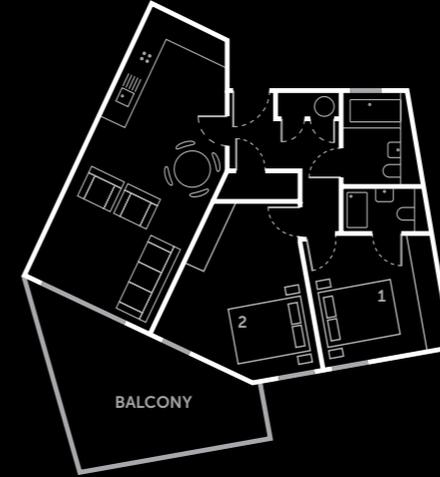


**APARTMENT 20**  
Third floor  
2 Beds / 2 Bathrooms  
76 sqm (818 sqft)  
Living / Dining / Kitchen: 5.3m x 4.8m  
Bed 1: 4.1m x 3.6m  
Bed 2: 2.9m x 3.5m  
Balcony: 6.5 sqm

# FLOOR PLANS: FOURTH FLOOR



APARTMENT 21



**APARTMENT 21**  
Fourth floor  
2 Beds / 2 Bathrooms  
78.4 sqm (843 sqft)  
Living / Dining / Kitchen: 7.5m x 4.2m  
Bed 1: 3.0m x 4.5m  
Bed 2: 2.7m x 4.5m  
Balcony: 22 sqm

APARTMENT 22



**APARTMENT 22**  
Fourth floor  
2 Beds / 2 Bathrooms  
76 sqm (818 sqft)  
Living / Dining / Kitchen: 3.7m x 7.1m  
Bed 1: 2.9m x 4.9m  
Bed 2: 4.0m x 3.6m  
Balcony: 6.5 sqm

APARTMENT 23



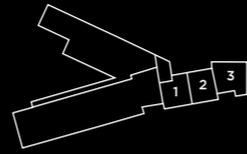
**APARTMENT 23**  
Fourth floor  
2 Beds / 2 Bathrooms  
76 sqm (818 sqft)  
Living / Dining / Kitchen: 5.3m x 4.8m  
Bed 1: 4.1m x 3.6m  
Bed 2: 2.9m x 3.5m  
Balcony: 6.5 sqm

# FLOOR PLANS: HOUSES

Alongside the 23 apartments stand three 3-storey houses which have been designed to exacting standards. Each luxury two bedroom, two-bathroom townhouse features a spacious open plan kitchen/dining/living area on the ground floor and a stunning master suite on the top floor, with a large double bedroom, dressing room, en suite bathroom and private balcony. The flexible rooms on the first floor can either be used as two further bedrooms or as a bedroom and separate drawing room.

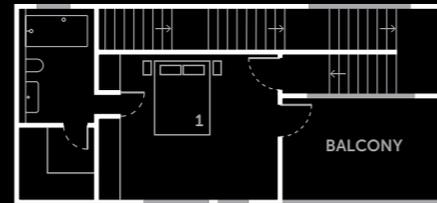
“ ”

Contemporary houses in a desirable part of London are something of a rarity

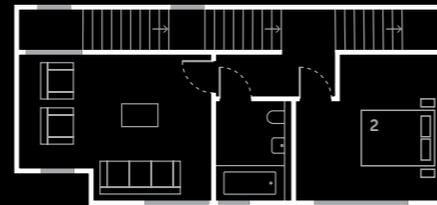


# SPECIFICATIONS

## SECOND FLOOR



## FIRST FLOOR



## GROUND FLOOR



2 Beds / 2 Bathrooms  
127 sqm (1378 sqft)  
Living / Dining / Kitchen: 7.2m x 4.7m  
Living room: 4.9m x 3.7m  
Bed 1: 4.6m x 3.7m  
Bathroom 1: 1.8m x 2.9m  
Bed 2: 3.8m x 2.8m  
Bathroom 2: 2.0m x 2.5m

### Main entrance and common areas

- Solid core powder-coated steel and glass entrance doors
- Quality stainless steel ironmongery to apartment doors
- Interior-designed communal lobby with 24-hour concierge service desk
- Secure individual powder-coated and galvanised steel mail boxes
- Large format porcelain tiles to communal lobby and walkways
- Waiting area in lobby
- Lift to all floors
- Landscaped communal gardens
- All internal and external areas constructed to a superior level of soundproofing

### Internal specification

- Matt emulsion to all internal walls
- Veneered internal doors
- Decorated exterior entrance doors to individual plots
- Stainless steel level handles
- Real oak engineered flooring
- Under floor heating throughout the apartments
- Contemporary-style square edge skirting and architraves, decorated
- Carpet to all bedrooms
- Fitted wardrobes to master bedrooms
- Centralised boiler system to apartment block

### Kitchens

- Handleless high-gloss finish to kitchen units from Pronorm by Poggenpohl
- 20mm stone worktops with integrated drainers and under-mounted stainless steel sinks
- Glass splash backs to hob area
- Stainless steel mixer tap by Blanco
- Integrated kitchen appliances include:
  - Miele microwaves
  - Miele Induction hobs
  - Miele electric ovens
  - SMEG fridge freezers
  - SMEG dishwashers
  - Blanco concealed extractors
  - NEFF washer dryers

### Bathrooms and en suites

- Duravit vanity units
- Hansgrohe Monobloc taps, bath fillers and shower valves
- Thermostatically-controlled fixed and hand-held chrome showers and mixers of good quality
- Luxury contemporary bathroom suites in white, by Duravit
- Wall-hung WC by Duravit
- Gerberit cistern and flush plate
- Zehnder chrome heated towel rails
- Mirror-fronted integrated wall cabinets
- Majestic shower enclosures
- Slimline shower trays
- Large format tiles to all walls and floors by Porcelanosa

### Lighting

- Lighting control to living rooms
- Low energy lighting throughout
- Recessed downlights to:
  - living room
  - kitchen
  - hallways
  - bathrooms
- Low energy pendants to bedrooms

### AV and Smart Home Technology

- Central audio visual cupboard
- Wall-mounted TV positions in living rooms and bedrooms
- Pre-wired curtain and blind control
- Pre-wired integrated under floor heating control
- Pre-wired positions for ceiling speakers in:
  - living rooms
  - Master bedrooms
  - Master en suites
- Audio visual packages are available upon request, subject to quotation

### Electrics

- Wired for home office in second bedrooms
- Stainless steel switches and socket plates to all rooms
- Telephone and TV points to living room and bedrooms in white finish
- Video entry phone system
- Hard wired and integrated smoke and heat detection system

### Green credentials

- Built to Code 4 for sustainable homes
- Recycling bins integrated in kitchens
- Central bike store
- Low energy lighting throughout

### Windows and balconies

- Steel and glass balconies
- Highly secure full height powder coated, double glazed, metal framed windows with toughened glass and timber window sills

### Security

- All elements of the development will comply with current building and fire regulations and relevant British Standards
- All apartments are covered by 10-year building guarantee insurance against defects in construction by Premier Guarantee

### Tenure

- 125 year leasehold with ground rents of £350 1 bedroom, £450 2 bedrooms and £550 3 bedrooms payable annually
- A management company will be appointed and each apartment will contribute to the care, upkeep and maintenance of the development

## THE DEVELOPER

REICHMANN  
PROPERTIES PLC

Reichmann Properties PLC is a multi-faceted property business with a superb track record for delivering quality residential and mixed-use schemes across London and the South of England for over 20 years.

Our reputation has been built on an unwavering attention to detail, delivering developments that not only fulfil but exceed clients' expectations.

We are involved in a diverse range of property-related projects, from residential development to acting as the landlord of an extensive collection of commercial units. Our expanding investment portfolio is currently worth approximately £100 million.

Recent residential schemes by Reichmann Properties include developments in Clapham, Islington, Finchley, Kentish Town, Whitechapel and Queen's Park, in addition to The Central in West Hampstead.

## THE INSURER



All new Premier Guarantee Policies we issue are insured by AmTrust Europe Limited. AmTrust Europe Limited is part of the AmTrust Group, a worldwide insurer, who amongst other classes of insurance specialise in Building Warranty risks. Their security rating is excellent, having received an 'A' rating for financial strength from A.M. Best.

Further information can be found on their websites [www.AmTrustEurope.com](http://www.AmTrustEurope.com) and [www.AmTrustGroup.com](http://www.AmTrustGroup.com).

## THE WARRANTY

**premier**  
guarantee

Premier Guarantee is one of the UK's leading providers of Structural Warranty and Insurance Services and since 1997 have been providing our clients with some of the most innovative, competitively priced and above all secure Structural Warranty solutions available on the market.

Having arranged cover for over quarter of a million housing units across the UK and Europe, Premier Guarantee has become the warranty provider of choice for some of the country's leading property developers.

Premier Guarantee Surveyors is our dedicated Building Control and Risk Management Survey provider, giving customers expert advice, information and support on key issues affecting the industry. Premier Guarantee Surveyors has one of the UK's largest national networks of surveyors and provides Building Control services to some of the UK's leading property developers.

**A DEVELOPMENT BY**  
**REICHMANN**  
PROPERTIES PLC

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**& Co**

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