

The Nova Building

LONDON SW1

Created *for* individuals

RESIDENTIAL

by  LandSecurities

170 apartments of the
highest specification,
on the doorstep of
Buckingham Palace,
and at the centre
of one of London's
most prestigious
neighbourhoods.

The distinctive modernist lines of The Nova Building mark a major new landmark for SW1.





A scheme that uses the highest quality materials and has been carefully considered down to the last detail.



THE CREAM
OF THE CROP

*When it comes to notable
neighbours, Victoria can take its
pick. From its own royal palaces
and parks, and the exclusive
residential squares of Belgravia
and Mayfair, to the culturally
and architecturally rich
landscape of Westminster.*



Distinguished *neighbourhood*

VICTORIA SW1 – AND THE
SURROUNDING VILLAGES OF BELGRAVIA,
PIMLICO, KNIGHTSBRIDGE AND MAYFAIR



fig 1.

BUCKINGHAM PALACE

Victoria's most recognisable residence is also its largest with 775 rooms and 40 acres of gardens.

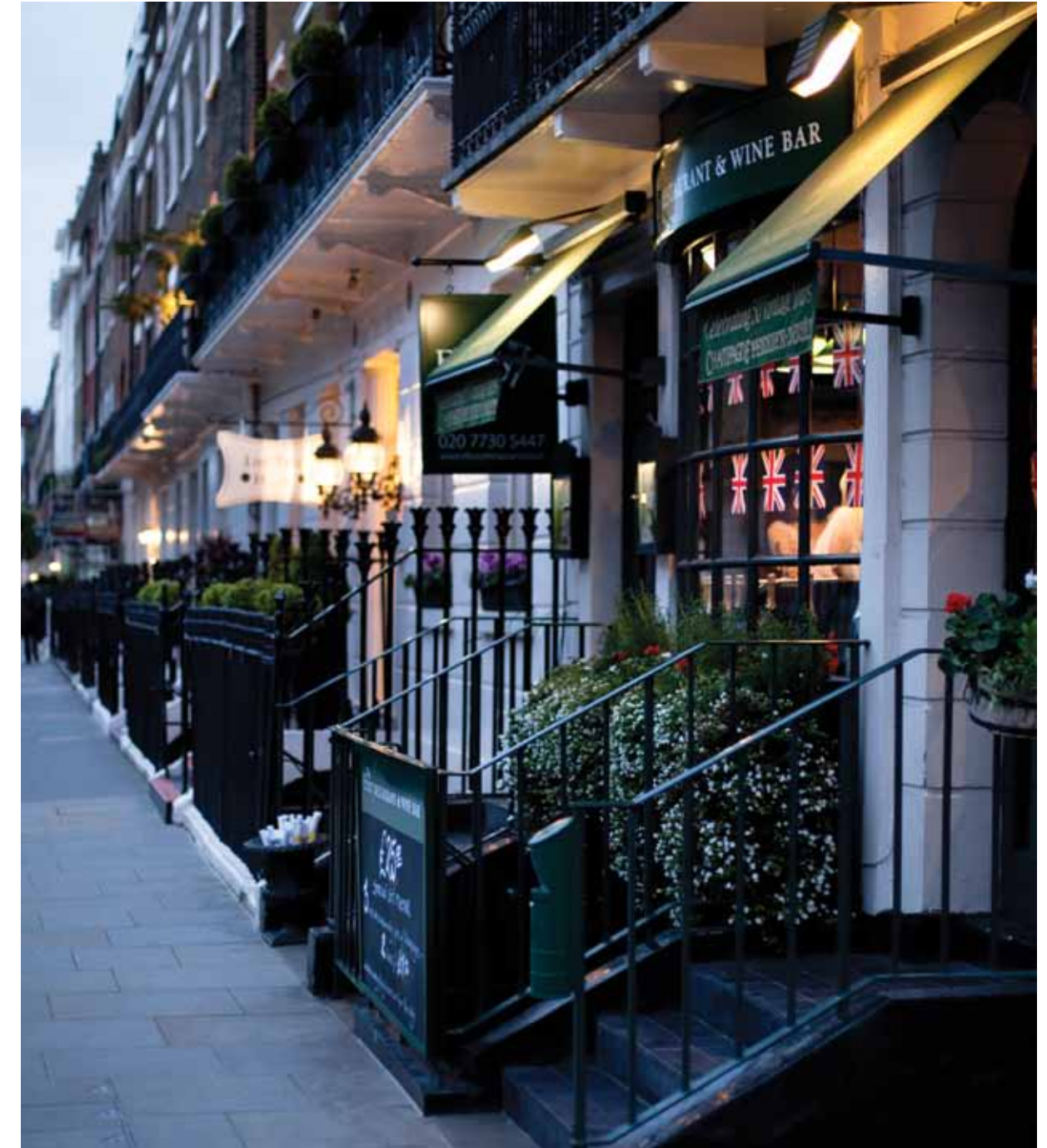


fig 2.

BELGRAVIA

The neighbouring grand stucco terraces characterise some of the world's most coveted residential addresses.

fig 1.

PIMLICO

A neighbourhood of hidden green squares and charming cafés with a slower pace of life.

fig 2.

ST. JAMES'S

Home to the beautiful shop fronts of Jermyn Street and the fine art galleries on Piccadilly.

fig 3.

MAYFAIR

Handsome Georgian houses, exclusive restaurants and private members' clubs attract London's elite.

fig 4.

WESTMINSTER

The seat of England's government since the Middle Ages is still the political heart of the country and its capital today.



fig 1.



fig 3.

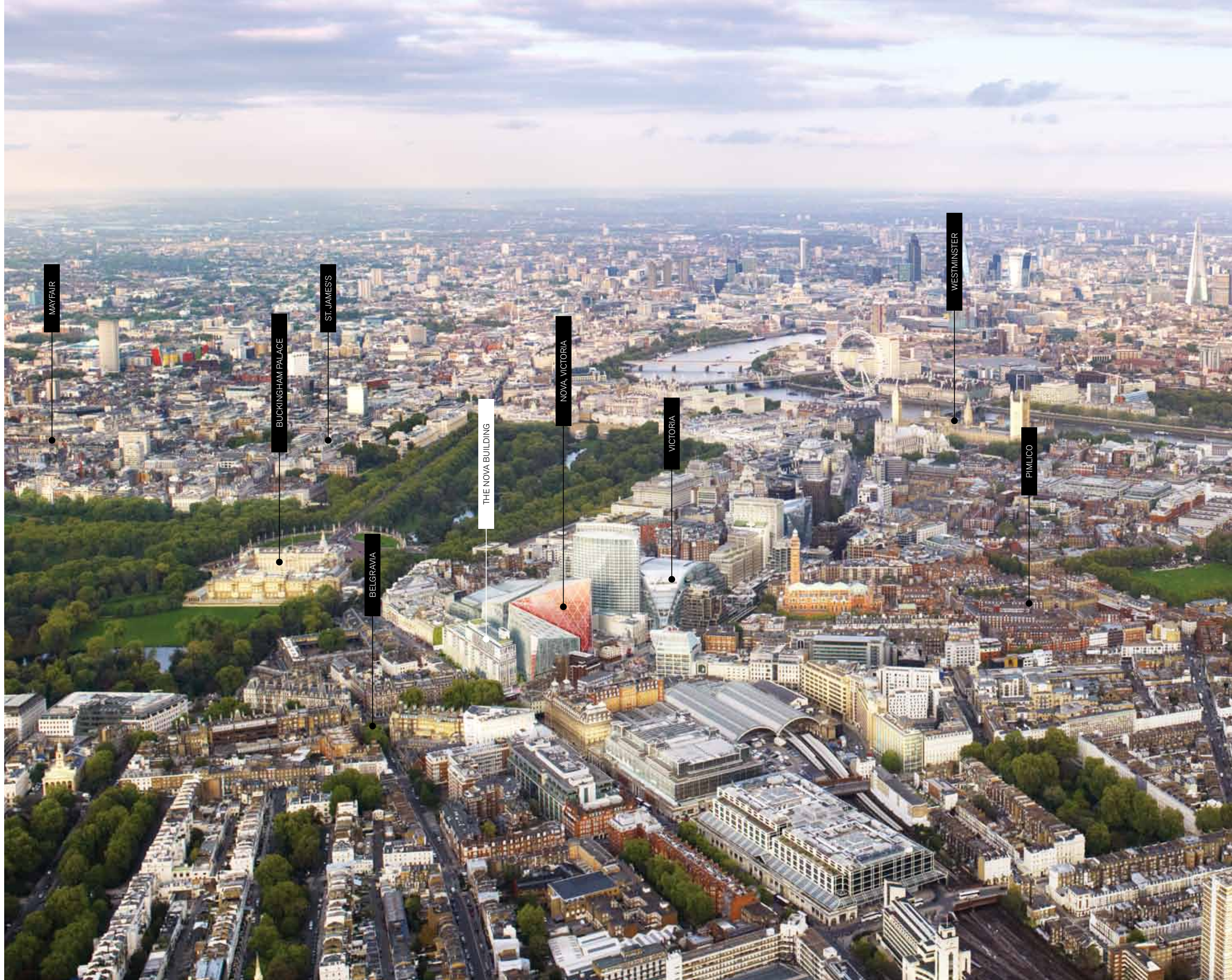


fig 2.



fig 4.

Nova, Victoria's enviable position at the heart of London's most prestigious villages.



Belgravia, Pimlico,
Knightsbridge and
Mayfair villages are the
esteemed neighbours
that surround Victoria.





**FOOD TO DINE
AND DIE FOR**

Victoria offers wonderful opportunities for fine dining, from the forthcoming high-end eateries of Nova's own restaurant quarter to the area's many Michelin-starred restaurants. Those who like to cook at home will find a wealth of farmers' markets, delicatessens and specialist food shops.

Distinct *experiences*

DINING AND
ENTERTAINMENT

The apartments have been carefully designed to create a distinctive living experience.





fig 1.

THE BLUE BOAR SMOKEHOUSE

Fine Anglo-American smokehouse featuring the best seasonal British ingredients at the newly opened InterContinental Westminster.



fig 2.

THE THOMAS CUBITT

Belgravia's favourite public house. Open fireplaces, wooden floors and a distinctly British menu.

Select apartments offer prized views of Buckingham Palace Gardens.





fig 1.



fig 3.

fig 1.

THE PHOENIX
Great British food served up in a light and airy bar with a delightful garden out back.

fig 2.

ROYAL QUARTER CAFÉ
Situated within Wellington House, serving all-day breakfasts, light lunches and delicious desserts, just a short stroll from Buckingham Palace.

fig 3.

BOISDALE OF BELGRAVIA
Belgravia restaurant serving up Scottish specialities with whisky bars and live jazz.

fig 4.

ST. JAMES THEATRE
A modern, intimate complex away from the West End crowds, showcasing theatre, jazz and cabaret performances.



fig 2.

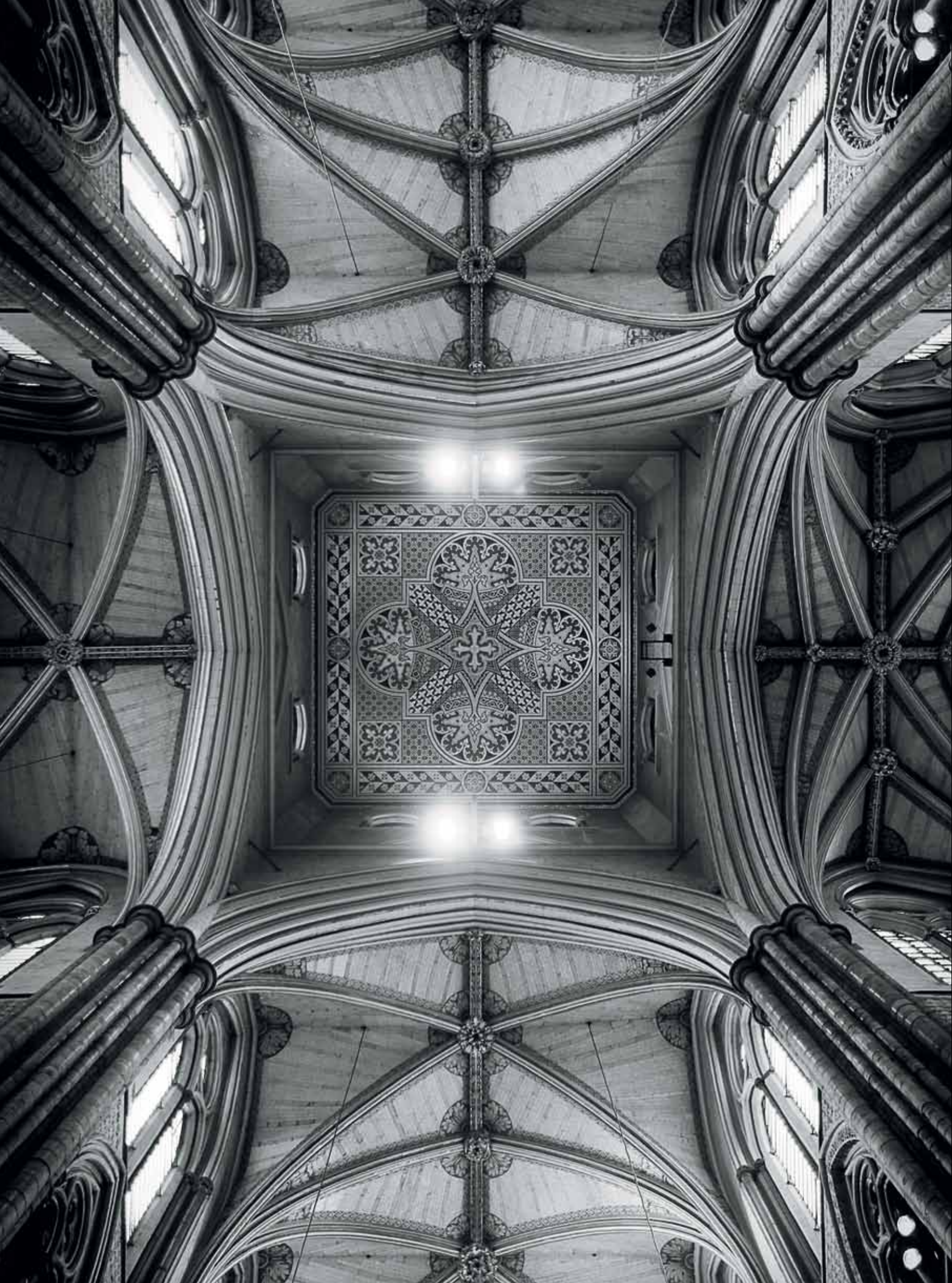


fig 4.

A luxury private cinema, allowing residents their own private viewing experience.







STUNNING
ARCHITECTURE

*Some of London's richest
architectural heritage can be
found in and around Victoria,
from grand Georgian terraces
and Historic Royal Palaces to
the Victoriana of Tate Britain,
neo Gothic Westminster Abbey
and the Houses of Parliament.*

Unique *perspectives*

ROYAL BUILDINGS, GALLERIES
MUSEUMS AND HERITAGE



fig 1.
BUCKINGHAM PALACE
The Palace's gleaming white memorial to Queen Victoria is crowned with a golden statue of Victory.

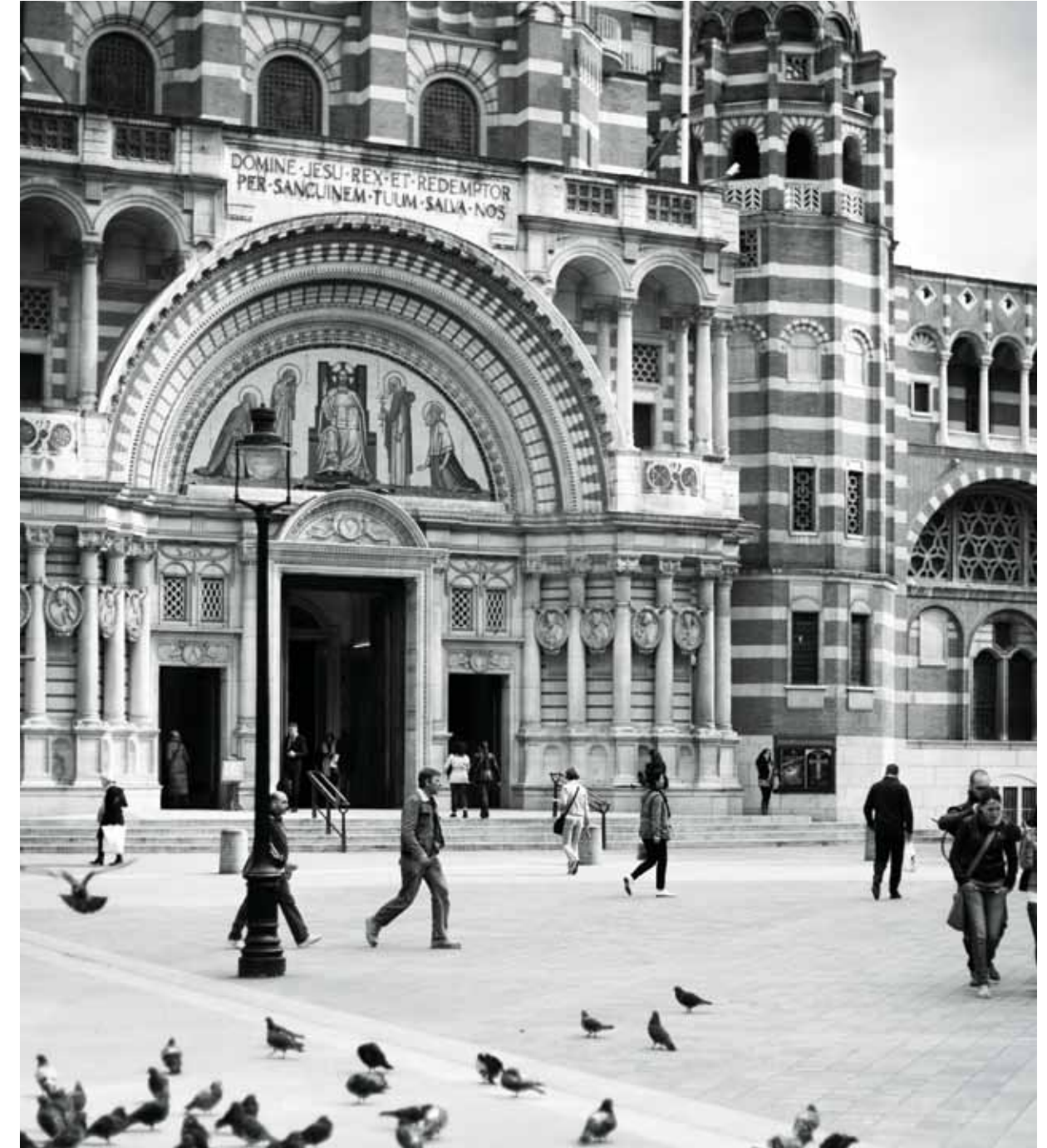


fig 2.
WESTMINSTER CATHEDRAL
A magnificent neo-Byzantine masterpiece in an intricate striped pattern of brick and stone.



All residents can enjoy the roof garden, with panoramic views of London.



Seating areas on the landscaped terrace create a restful space for enjoying some time out.



The relaxing lounge and dining areas of the residents' pavilion look out over the terrace and the city beyond.



fig 1.

PHILLIPS

International auction house focussing on cutting-edge contemporary art.

fig 2.

WESTMINSTER CATHEDRAL

The bell tower offers one of London's best panoramas from its viewing platform.

fig 3.

HORSE GUARDS PARADE

Once witness to Henry VIII's jousting tournaments, the parade ground now sees the daily Changing of the Guard ceremony.

fig 4.

TATE BRITAIN

One of the capital's favourite museums, housing the national collection of British art from 1,500 to the present day.



fig 1.



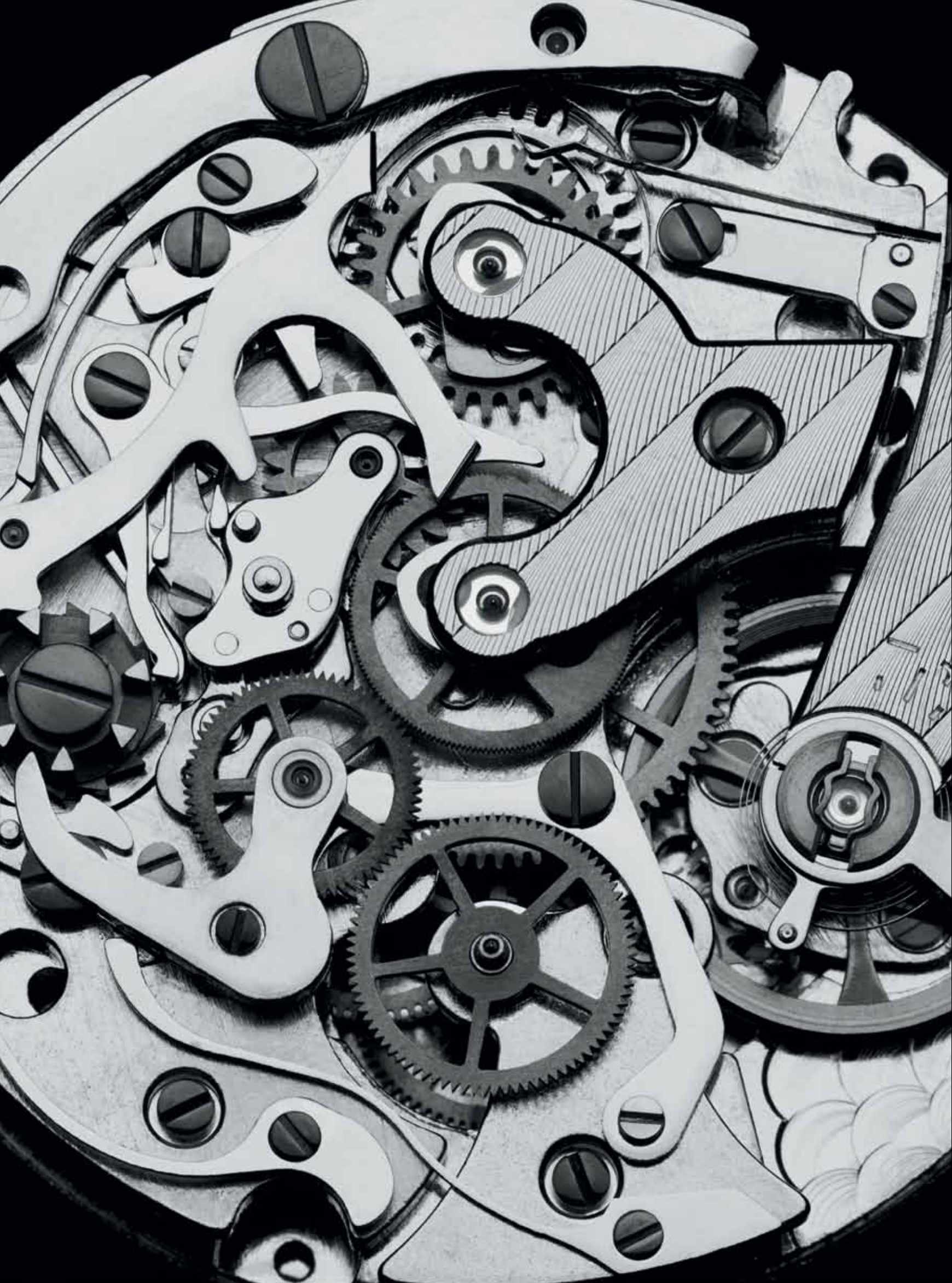
fig 3.



fig 2.



fig 4.



RUNNING TO YOUR TIME

An easy walk from the area's many cultural attractions, The Nova Building is also ideally placed for commuters travelling to the capital's business and finance districts, or to Heathrow airport.

Personal *connection*

TRAVEL AND TRANSPORT



fig 1.

VICTORIA STATION

Victoria is one of London's main transport hubs, allowing you to be better connected either by train, tube, bus or the Gatwick Express.

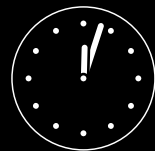


fig 2.

A TWO-WHEEL NEIGHBOURHOOD

Cycling is a great way to explore the area's hidden gems.

03



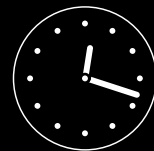
03 minutes
**BUCKINGHAM
PALACE**
on foot

04



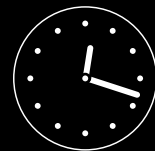
04 minutes
BELGRAVIA
on foot

18



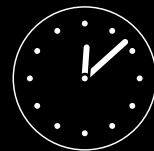
18 minutes
**THE RIVER
THAMES**
on foot

18



18 minutes
MAYFAIR
on foot

08



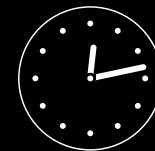
08 minutes
BOND STREET
by tube

09



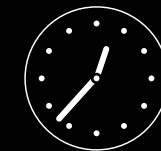
09 minutes
KNIGHTSBRIDGE
by tube

13



13 minutes
PADDINGTON
by tube

37



37 minutes
HEATHROW
by tube



fig 1.

VICTORIA STATION

Victoria's rail terminus, currently undergoing a major upgrade, serves passengers travelling to the South East and Gatwick Airport.



fig 1.

fig 2.

TAXIS

London cabs are one of the capital's best-loved icons, and their drivers know each and every street in the city.

fig 4.

**BARCLAYS
CYCLE HIRE**

Commuters and tourists love getting around London using the cycle hire scheme.



fig 2.



fig 3.



fig 4.

Victoria Station is a short walk away via Nova's pedestrianised public realm.





GREEN SPACES
TO BREATHE IN

*The Nova Building is a stone's
throw from London's treasured
Royal Parks with wide green
spaces where you can skate,
swim, ride, run or just relax and
take in the historic landscape.*

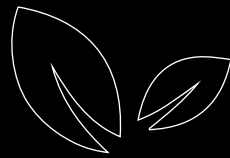
Green *character*

GREEN SPACES,
TERRACES AND GARDENS

The Nova Building's roof garden enjoys views over Buckingham Palace Gardens and London's eclectic cityscape.

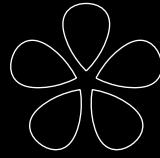


07



07 minutes
ST. JAMES'S PARK
on foot

08



08 minutes
BELGRAVE SQUARE
on foot

09



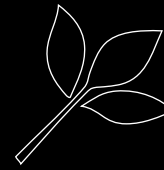
09 minutes
GREEN PARK
on foot

09



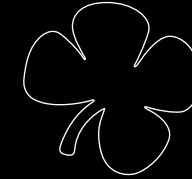
09 minutes
VINCENT SQUARE
on foot

10



10 minutes
EATON SQUARE
on foot

23



23 minutes
BERKELEY SQUARE
on foot

06



06 minutes
HYDE PARK
by tube

06



06 minutes
REGENT'S PARK
by tube

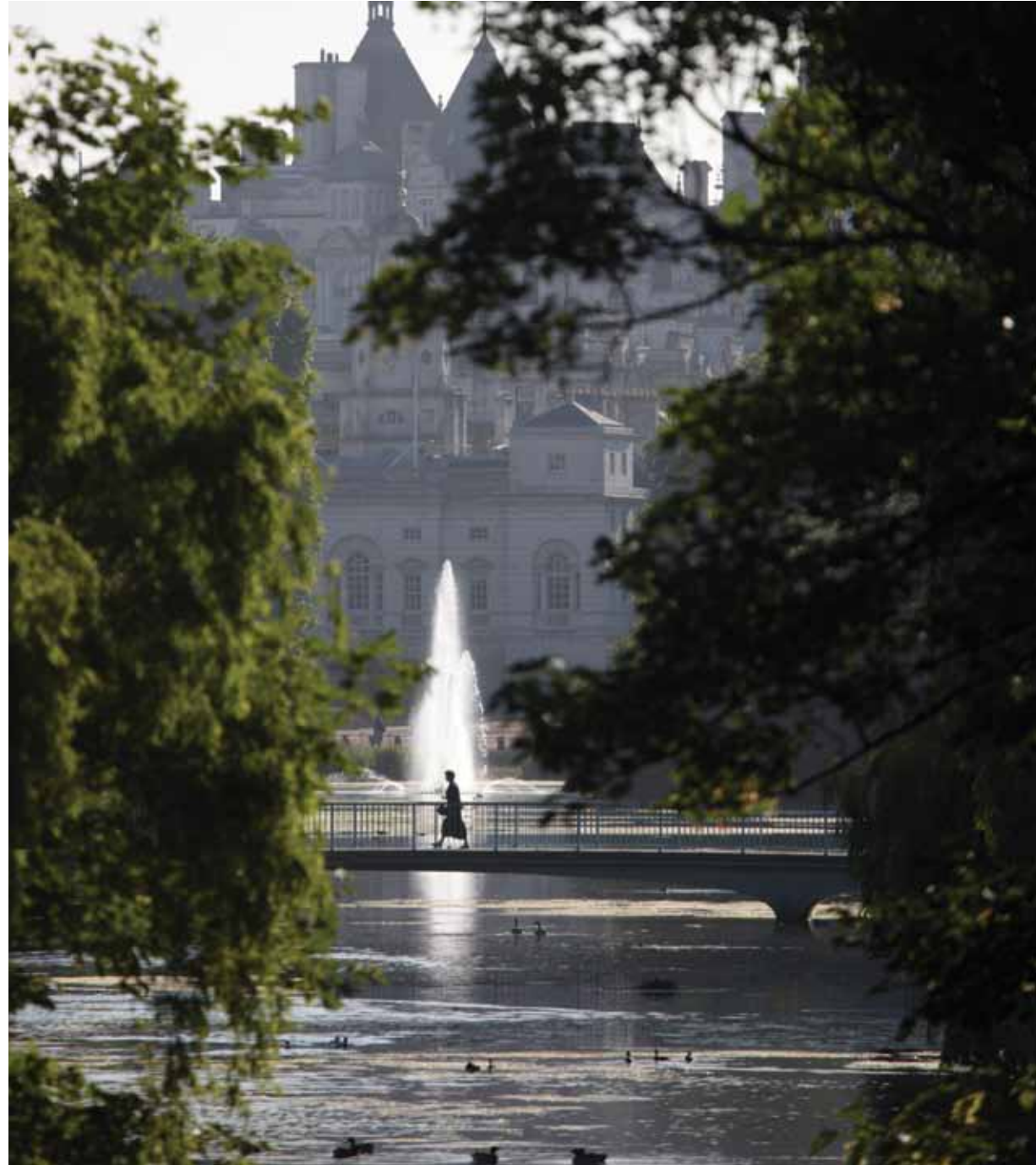


fig 1.

ST. JAMES'S PARK

The oldest of the Royal Parks provides the setting for the annual Trooping the Colour ceremony.

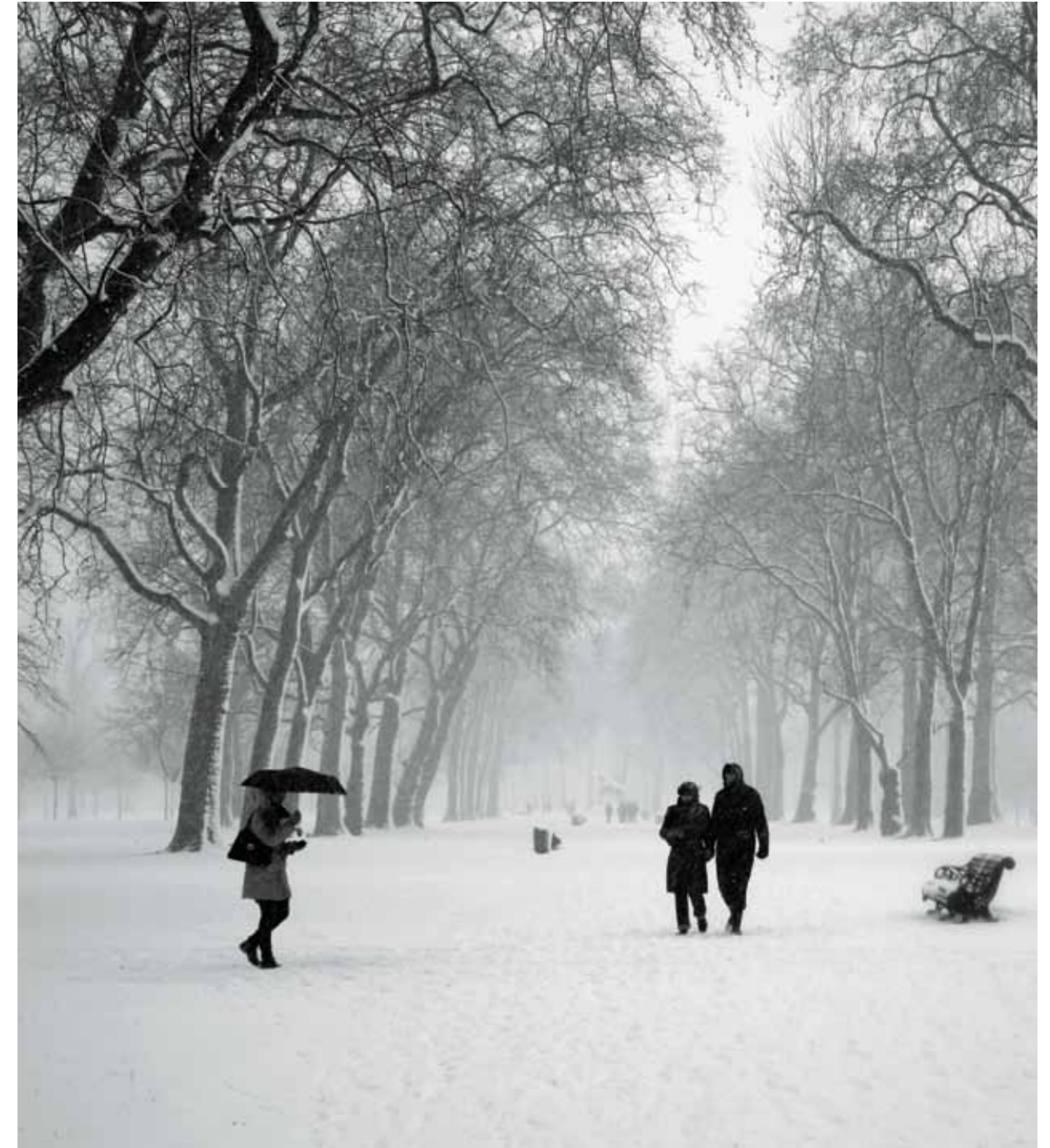


fig 2.

KENSINGTON GARDENS

Magnificent tree-lined avenues and ornamental flowerbeds form the setting for royal residence Kensington Palace.

fig 1.

VINCENT SQUARE
Famous home to the playing fields of Westminster School with its tennis courts and cricket pitches.

fig 2.

EATON SQUARE
The residential garden square at the heart of Belgravia features as the setting in several novels and television dramas.

fig 3.

GREEN PARK
One of the most peaceful parks, popular for picnics and sunbathing in summer.

fig 4.

GROSVENOR GARDENS
A green oasis between Victoria Station and Buckingham Palace.



fig 2.



fig 4.



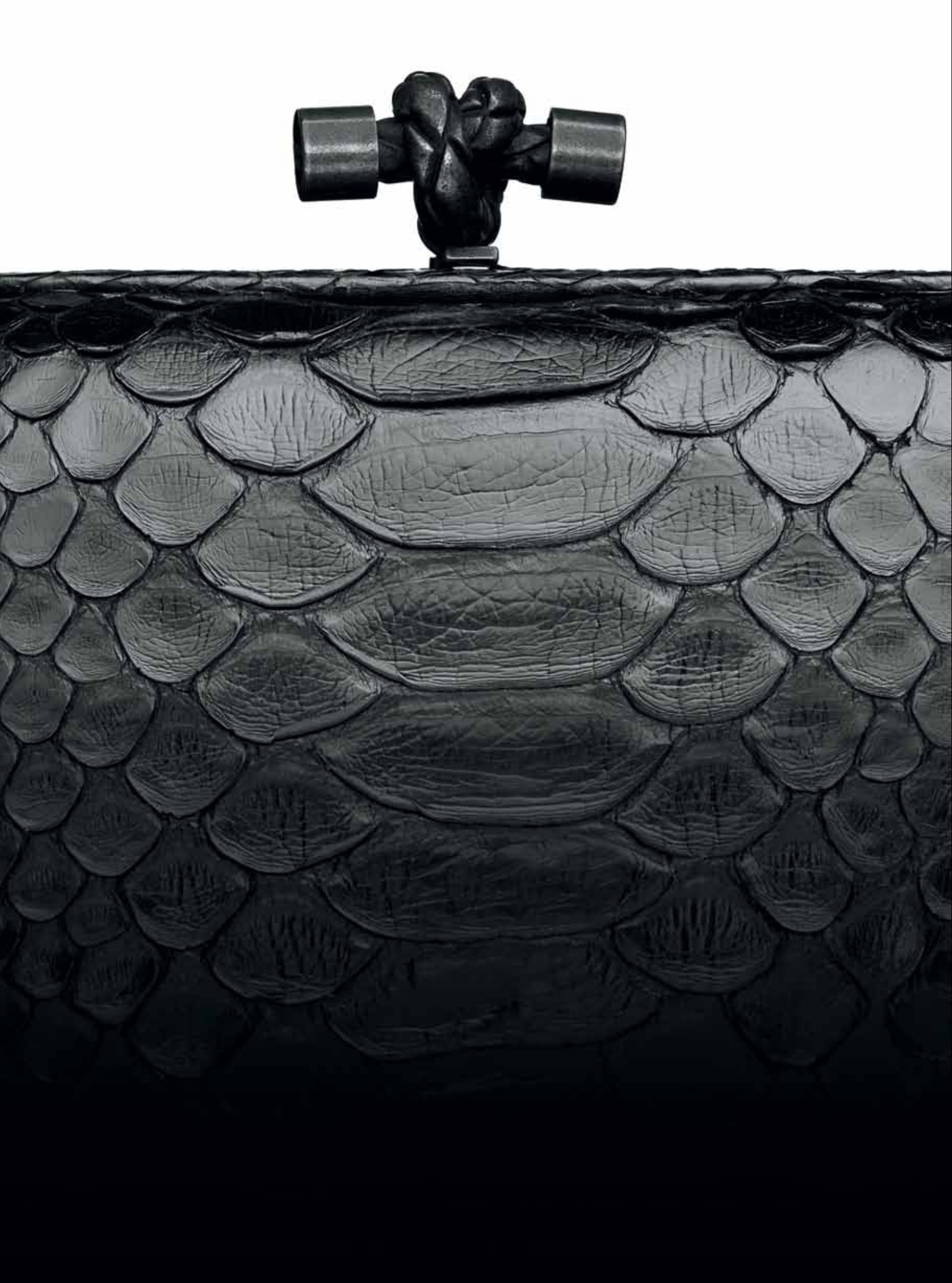
fig 1.



fig 3.

A tree-lined boulevard runs through the heart of Nova, Victoria.





TAKE SOME TIME TO
INDULGE, WITHOUT
GOING FAR

*From designer handbags to
haute couture, SWi is one of
the most exclusive places to
shop, with flagship stores and
designer boutiques rubbing
shoulders with luxury hotels,
spas and health clubs.*

Uncommon *treats*

SHOPPING, SPAS AND
HEALTH CLUBS







fig 1.

GRACE BELGRAVIA

An exclusive private club for women with a spa, gym, health club and café.



fig 2.

THE GORING HOTEL

London's favourite quintessentially English hotel, where the Duchess of Cambridge stayed on the eve of her wedding.





fig 1.



fig 3.

fig 1.
L'OCCITANE AND SPACE NK
 Beauty products and fragrances from the best-known brands.

fig 2.
CARDINAL PLACE
 Victoria's shopping destination houses many big name brands under one roof.

fig 3.
DYPTIQUE
 French company famous for its incredible repertory of scented candles.

fig 4.
DONNA IDA
 Donna's specialist denim emporium has the perfect pair of jeans for everyone.



fig 2.



fig 4.

Directory

DINING

A selection of some of the area's best dining destinations for both British and international cuisine.

—

Blanche Eatery
blancheeatery.com
29 Strutton Ground,
SW1P 2HY
T: 020 8617 0759

—

Cinnamon Club
cinnamonclub.com
The Old Westminster Library,
30-32 Great Smith Street,
SW1P 3BU
T: 020 7222 2555

—

The Goring Dining Room
thegoring.com
15 Beeston Place,
SW1W 0JW
T: 020 7396 9000

—

Boisdale
boisdale.co.uk
15 Eccleston Street,
SW1W 9LX
T: 020 7730 6922

—

Mango Tree
mangotree.org.uk
46 Grosvenor Place,
SW1X 7EQ
T: 020 7823 1888

COFFEE, COCKTAILS AND GASTROPUBS

For coffee and cake or a classic cocktail, head to one of these favourite venues.

—

The Phoenix
thephoenixin victoria.co.uk
14 Palace Street,
SW1E 5JA
T: 020 7828 8136

—

Flat Cap Coffee Co.
notes-uk.co.uk
4 Strutton Ground,
Strutton Ground Market,
SW1P 2HP

—

The Hamptons Bar
51-buckinghamgate.com/
dining/hamptonbar
51 Buckingham Gate,
SW1E 6AF
T: 020 7769 7766

—

The Thomas Cubitt
thethomascubitt.co.uk
44 Elizabeth Street,
SW1W 9PA
T: 020 7730 6060

—

Réunion Bar
reunionlondon.com
101 Buckingham Palace Road,
SW1W 0SJ
T: 0871 376 9038

—

Royal Quarter Café
royalquartercafe.com
72-73 Buckingham Gate,
SW1E 6AL
T: 020 7799 4999

LANDMARKS

Some of London's oldest and most treasured landmarks are only a short walk away.

—

Buckingham Palace
royal.gov.uk/
theroyalresidencies/
buckinghampalace
SW1A 1AA

—

Westminster Cathedral
westminstercathedral.org.uk
42 Francis Street,
SW1P 1QW
T: 020 7798 9055

—

Clarence House
royalcollection.org.uk/visit/
clarencehouse
St. James's Palace,
SW1 1BA
T: 020 7766 7303

—

Houses of Parliament
parliament.uk
Westminster Bridge Road,
SW1A 0AA
T: 020 7219 3000

—

Westminster Abbey
westminster-abbey.org
20 Deans Yard,
SW1P 3PA
T: 020 7222 5152

SHOPPING AND LIFESTYLE

The pick of the neighbourhood's most exclusive shops, spas and health clubs.

—

Spa at 51
51-buckinghamgate.com
Buckingham Gate,
SW1E 6AF
T: 020 7963 8307

—

Heidi Klein
heidiklein.com
257 Pavilion Road,
SW1X 0BP
T: 020 7259 9418

—

Philip Treacy
philip treacy.co.uk
69 Elizabeth Street,
SW1W 9PJ
T: 020 7730 3992

—

Erickson Beamon
ericksonbeamon.com
38 Elizabeth Street,
SW1W 9NZ
T: 020 7259 0202

—

Donna Ida
donnaida.com
40 Elizabeth Street,
SW1W 9NZ
T: 020 7730 4554

MEMBERS CLUBS

Rub shoulders with the great and the good at one of SW1's prestigious private members' clubs.

—

The Caledonian Club
caledonianclub.com
9 Halkin Street,
SW1X 7DR
T: 020 7235 5162

—

The Lansdowne Club
lansdowneclub.com
9 Fitzmaurice Place,
W1J 5JD
T: 020 7629 7200

—

Mosimann's
mosimann.com
11 West Halkin Street,
SW1X 8JL
T: 020 7235 9625

—

Grace Belgravia
gracebelgravia.com
11c West Halkin Street,
SW1X 8JL
T: 020 7235 8900

ARTS AND CULTURE

Plenty of places to take in a show, tour a gallery, or buy some contemporary fine art.

—

Tate Britain
tate.org.uk
Millbank,
SW1P 4RG
T: 020 7887 8888

—

St. James Theatre
stjamestheatre.co.uk
12 Palace Street,
SW1E 5JA
T: 0844 264 2140

—

Phillips
phillips.com
Howick Place,
SW1P 1BB
T: 020 7318 4010

—

Eleven Fine Art
elevenfineart.com
11 Eccleston Street,
SW1W 9LX
T: 020 7823 5540

—

Victoria Palace Theatre
victoriapalacetheatre.co.uk
Victoria Street,
SW1E 5EA
T: 0844 248 5000

—

Delfina Foundation
delfinafoundation.com
29/31 Catherine Place,
SW1E 6DY
T: 020 7233 5344



**ELEGANCE AND
SOPHISTICATION**

The Nova Building's highly-specified apartments use carefully chosen materials to create a truly unique living experience. A choice of three subtle, elegant colour palettes are available.

Tailored *design*

YOUR INDIVIDUAL SPACE











Tailored interiors

BUILDING AMENITIES

- **Concierge and security**
The Nova Building will enjoy 24-hour concierge presence, as well as benefitting from the wider Nova Estate security
- **Car parking**
Secure underground parking is available with direct lift access
- **Roof garden**
A beautiful roof garden on the 9th floor provides spectacular views across London
- **Residents' private lounge**
A sumptuous and calm space, overlooking the roof garden is available to all residents and their guests
- **Gym facilities**
A fully fitted gym is provided for the exclusive benefit of residents
- **Residents' cinema**
A screening room is available to residents for private film viewings
- **Residents' business centre**
Meetings can be held within a spacious and fully-furnished business centre

ENTRANCE HALL

- Full height, solid core entrance door
Blackened steel and lacquer finish
- **Ironmongery**
Polished chrome finish
- Flooring to be premium grade, lightly brushed engineered oak in random lengths and widths
Black Sand/Driftwood
- Alternate monolithic poured cement based floor
Concrete effect finish
- Wall panelling in lightly brushed oak timber veneer or satin lacquer *(fig 2)*
- Flush mounted jib doors, matching feature wall panelling in lightly brushed oak timber veneer or satin lacquer

RECEPTION/ DINING AREA

- Flooring to be premium grade, lightly brushed engineered oak in random lengths and widths
Black Sand/Driftwood
- Alternate monolithic poured cement based floor *(fig 1)*
Concrete effect finish

KITCHENS

- Kitchens designed by Flanagan Lawrence in collaboration with Molteni Dada in lightly brushed oak timber veneer or colour backed satin glass cupboard fronts
- Worktops to be honed *(fig 3)*
Pietra Cardosa limestone
- Miele Integrated appliances
Stainless steel



fig 2.



fig 1.



fig 3.



fig 1.



fig 3.



fig 2.

BEDROOMS

—
Flooring to be premium grade, lightly brushed engineered oak in random lengths and widths (*fig 1*)
Black Sand/Driftwood

—
Alternate monolithic poured cement based floor
Concrete effect finish

—
Bespoke made-to-measure wardrobes (*fig 2 and 3*)
Lightly brushed oak timber veneer or satin lacquered finish with integrated lighting

MASTER BATHROOMS

- Walls and floors to be tonal large-format marble tiles
Grey tones, honed finish
- Brassware fittings and accessories (*fig 1*)
Polished chrome by Hansgrohe
- Vanity surround in Statuario Venato marble with under-mount basin
White enamelled steel
- WC to be wall hung
Duravit
- Glazed shower enclosures
Frameless, low iron, minimal design
- Shower floors to be tonal large-format marble tiles
Grey tones, sand blasted finish
- Thermostatically controlled ceiling mounted shower head and hand shower
Polished chrome
- Wall mounted contemporary heated towel rail (*fig 2*)
Polished chrome finish
- Bespoke mirrored vanity cabinets
- Under-mounted Kaldewei bath tub
White enamelled steel

GUEST BATHROOMS

- Walls and floors to be tonal large-format limestone tiles
Sand tones
- Brassware fittings and accessories
Polished chrome by Hansgrohe
- Vanity surround in Statuario Venato marble with under-mount basin
White enamelled steel
- WC to be wall hung
Duravit
- Glazed shower enclosures
Frameless, low iron, minimal design
- Shower floors to be tonal large-format limestone tiles
Grey tones, sand blasted finish
- Thermostatically controlled ceiling mounted shower head and hand shower
Polished chrome
- Wall mounted contemporary heated towel rail
Polished chrome finish
- Bespoke mirrored vanity cabinet
- Under-mounted Kaldewei bath tub
White enamelled steel

HEATING

- Thermostatically controlled under-floor heating throughout
- Comfort cooling provided to reception areas and bedrooms
- The current intention is for each apartment to enter into a supply agreement with an on-site energy servicer company for the provision of heating and cooling to their apartment for the duration of their ownership – or 25 years if shorter

ELECTRICAL FITTINGS

- White painted switch plates
- Flush ceiling mounted recessed low voltage LED downlights
- Concealed linear LED lighting to ceiling recesses
- Scene setting lighting controls

COMMUNICATIONS

- Wiring infrastructure to enable purchaser enhancement for integrated home AV and centralised sound
- Ceiling speakers centrally wired
- Multi-media plates to enable digital TV and satellite distribution

*fig 1.**fig 2.*

Materials

CONCRETE

01



Floor Monolithic poured cement based floor – concrete effect finish



Halls/Bedroom cupboards Lightly brushed oak timber veneer



Kitchen cupboard fronts Lightly brushed oak timber veneer

LIGHT OAK

02



Floor Lightly brushed engineered oak – Driftwood



Halls/Bedroom cupboards Satin lacquer



Kitchen cupboard fronts Satin glass

DARK OAK

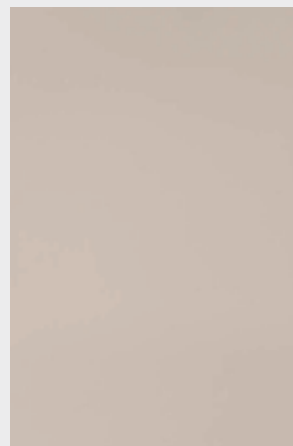
03



Floor Lightly brushed engineered oak – Black sand



Halls/Bedroom cupboards Satin lacquer



Kitchen cupboard fronts Satin glass

ALL APARTMENTS



Entrance door Blackened steel and lacquer finish



Kitchen worktops Honed Pietra Cardosa limestone



Kitchen splashback Blackened aluminium



Guest bathroom Walls and floors to be tonal large-format limestone tiles – sand tones



Master bathroom Walls/floors to be tonal large-format marble tiles – grey tones, honed finish



Master bathroom/Guest bathroom Vanity surround in Statuario Venato marble

Victoria vision

Land Securities believes a place is defined by its people, and has been talking to locals and businesses to really understand the opportunity in Victoria.

The key to transforming and reviving Victoria is making it a stylish place for Londoners to live in and enjoy, people from across the world to visit and a place that businesses and individuals alike are proud to call home – and this is exactly what Land Securities is creating in Victoria.

The company has 2.2 million sq ft of development in the pipeline and will invest £2 billion over the next few years to create a Victoria for the future. Change is already happening at a compelling rate, with the majority of the refurbished 123 Victoria Street development already let. Tenants including Jimmy Choo have confirmed their relocation to the area, and will join brands such as Giorgio Armani, Rolls Royce, World Fuels, and John Lewis who are already established here.

Mixed-use schemes are key to the transformation of the area, helping to create vibrant new neighbourhoods in which to live, work, shop and dine.

Jamie Oliver is opening a 7,500 sq ft restaurant in Kings Gate and the Royal Quarter Café has opened at Wellington House – two high profile names to add to Victoria's social map.



London portfolio

fig 1.
20 FENCHURCH ST
 A spectacular addition to the city's skyline, featuring London's highest public park.
20fenchurchstreet.co.uk

fig 2.
PORTLAND HOUSE
 The tallest building in Victoria will bring a residential development of luxurious modern apartments.

fig 3.
WELLINGTON HOUSE
 One of the first buildings to be completed in Victoria's transformation, featuring 59 private residential apartments.
wellington-house.com

fig 4.
PICCADILLY LIGHTS
 90,000 sq ft of office and retail space incorporating the iconic illuminated advertising display.

fig 5.
ONE NEW CHANGE
 Restoring Cheapside to its rightful place as one of London's great commercial thoroughfares.
onewnewchange.com

fig 6.
KINGS GATE
 An elegant residential building combining Renaissance Italian influences with understated British elegance.
kingsgatesw1.co.uk

fig 7.
62 BUCKINGHAM GATE
 Stunning office and retail space in a landmark building from Pelli Clarke Pelli architects.
62bg.com



fig 1.



fig 2.



fig 3.



fig 4.



fig 5.



fig 6.



fig 7.

Contact

DEVELOPER
Land Securities
landsecurities.com

**EXECUTIVE
ARCHITECT**
Flanagan Lawrence
flanaganlawrence.com

CONTRACTOR
Mace
macegroup.com

ARCHITECT
Benson + Forsyth
benson-forsyth.co.uk

MASTER PLANNER
PLP
plparchitecture.com

INTERIOR DESIGN
Flanagan Lawrence
flanaganlawrence.com



SAVILLS
+44 (0)20 7409 8756
savills.co.uk



KNIGHT FRANK
+44 (0) 20 7861 5499
knightfrank.co.uk



novasw1.com



residentialbylandsecurities.com

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