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The Broadest Horizon

Northacre's new residential and commercial destination, The Broadway, seeks to make the most of its enviable position in London's SW1, with an eye on its unbeatable views.

By **RENYILIM**





The stunning interior architecture was designed in a collaboration between Northacre and Squire & Partners and will combine the contemporary with the classic as a salute to the historic landmarks the residents will enjoy.

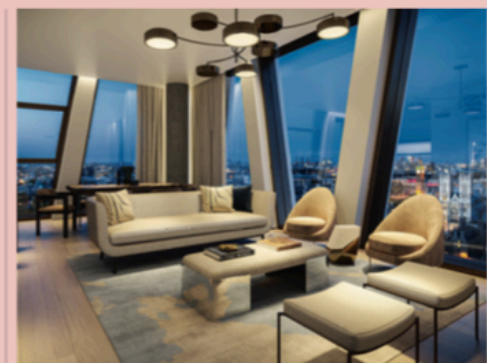
Imagine living in the heart of Westminster and being able to see the Houses of Parliament, Westminster Abbey and more – all from the privacy of your apartment. With this in mind, top London developer Northacre and global investment group Abu Dhabi Financial Group have unveiled The Broadway: an ambitious residential, commercial and retail project located at the former New Scotland Yard headquarters.

Created with the objective of redefining the way Londoners live, work and play on the doorstep of the British

capital's most iconic landmarks, the development consists of six towers named after three of the world's most revered diamonds. Together, The Sancy, The Paragon and The Cullinan towers offer 32,980sqm of state-of-the-art residential space in London's most historic borough, with apartments priced from £1.56 million and penthouses from £8.24 million.

As The Broadway is situated in a conservation area, each building has been designed to protect its surrounding vistas accordingly, which means that most residents will get to enjoy double-aspect views across the London skyline. Not only will the architecture and facades creatively frame each outlook, but every apartment is guaranteed to be flooded with light.

Aside from being framed by an array of shops, cafes and restaurants, The Broadway – which is scheduled for completion in 2021 – will provide health, fitness and spa amenities. A games



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room may be booked by residents as additional entertainment space, alongside well-equipped meeting rooms and a screening room, while extensive parking is readily available.

Two fourth-floor landscaped podiums link the towers, all of which are near the underground stations of Westminster and St James's Park as well as Victoria Station. Residents averse to the idea of a morning commute to work can rejoice as there are plans to add nearly 11,000sqm of space to The Broadway as the area transforms into the capital's newest business and leisure district. www.thebroadwaylondon.com