

**Client:** Northacre  
**Source:** Primer Resi  
**Circulation:** 5,000  
**Date:** 15th December 2022



## £19mn penthouse snapped up in £50mn sales flurry at flagship Northacre scheme

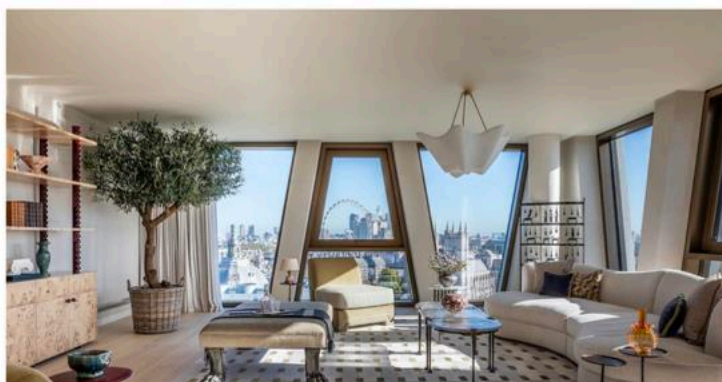
NEWS · 15 Dec, 2022



Marquee Elicyon-designed apartment sells in under a week as HNW buyers shrug off wider economic woes.

The political and economic turmoil of recent weeks failed to deter buyers at one of PCL's flagship luxury schemes.

PrimeResi hears super-prime developer Northacre closed £50mn worth of sales at The Broadway in November alone. The deals included a £19mn penthouse, designed by Elicyon, which was snapped up within a week of launch.



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Located on the former Met Police HQ site (New Scotland Yard) in SW1, the project is being pitched as “the wellness capital of London.”

Designed by architects Squire and Partners and built by main contractors Multiplex, the six Art Deco-inspired towers house 258 apartments across 355,000 sq ft of high-spec resi space, including 16,000 sq ft of health and wellness facilities.

Apartment prices start from £1.75mn and a total of 90 units remain available, following last month’s burst of activity.

The average £psf achieved so far is currently over £3,000, with £5,200 the highest recorded to date.



There’s also 116,000 sq ft of office space, 27,000 sq ft of retail, a pair of landscaped fourth-floor gardens, and a new public area called Orchard Place.

Named after the Westminster Abbey orchards that once occupied the site, Northacre says this thoroughfare is “a new contemporary lifestyle destination, imagined to encourage wellness and wellbeing, nourish its community and reinvigorate the historic borough of Westminster.”

The developer’s parent company, SHUAA Capital, acquired the 1.72 acre site in 2016 for £370mn.



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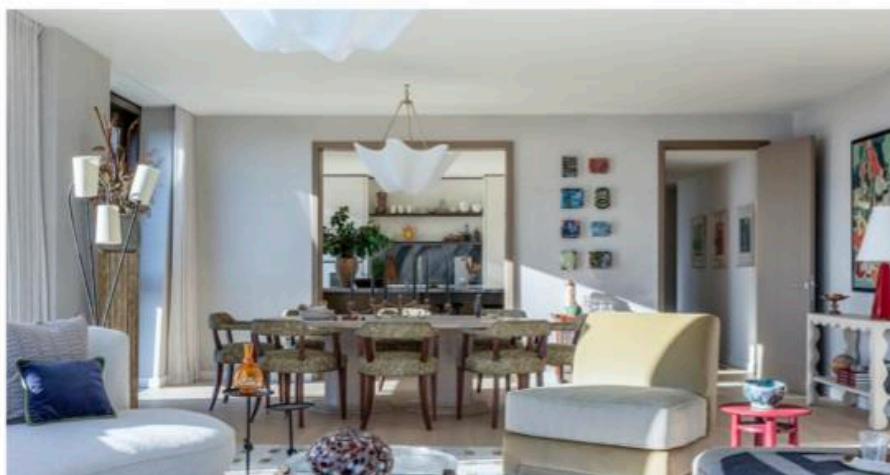
“ Simon Edwardson, head of sales at Northacre, told PrimeResi: “Since delivering The Broadway we have had an incredible response to our unique product. We have seen a huge cross section of different buyer types and demographics resulting in £50mn in sales in November, from one-bedrooms to penthouses. The main driver is unparalleled views, specification, location and sizes of the apartments.”

Four penthouses have now been sold at the scheme, achieving “record prices”, according to Northacre.

Buyers have been drawn to the large floorplates and “spectacular” views, said the firm, noting a distinct lack of decent-sized, lateral options in the upper echelons of the market right now.

The latest marquee unit to sell was up on the 16th floor and offered 360-degree panoramic views and a 1,300 sq ft wrap-around roof terrace.

Pitched at £19mn, the 3,218 sq ft four-bed came with a “truly unique” interior by Charu Gandhi’s luxury design house Elicyon, mixing contemporary pieces with collectables and antiques (sourced mainly from Lawford Antiques, Cramer & Bell, and 8 Holland Street).



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**Discussing the interior design scheme, Charu Gandhi, founder and director of Elicyon, said:** "This has been an incredible project to work on, and is one of the most breathtaking apartments in terms of both views and the potential for entertaining. We took inspiration from the architectural style of The Broadway, and the building's distinct art-deco exterior set the tone for the modern scheme seen inside the property.

"We wanted to add an air of heritage to the contemporary space – using warm, rich textures accented with artwork and antiques, along with strong mid-century influences to create a space with charisma and personality. To accentuate the penthouse's finest feature, a beautifully landscaped and furnished terrace was offered; showcasing The Broadway's unparalleled view of the London skyline."

**Amy Wardell, head of brand at Northacre, added:** "What truly sets the penthouse apart is its spectacular view across London. Rising 16 floors above the city, this unique apartment offers expansive unparalleled views of London's most treasured landmarks. Charu and her team have created a truly special apartment that compliments the striking architecture of the building and creates a warm and luxurious backdrop in which to live and entertain."



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