

**FREROW** **CRAFTING** **THE**  
**THE HEAL'S BUILDING**  
**FITZROVIA W1**  
**PARK OFF TOMO**

# BUILDING HISTORY

Building  
History

Building  
Development

Available  
Units

Floor  
Plans

Indicative  
Fitted Plans

Building  
Location



# BUILDING HISTORY

For over 200 years, this iconic building has been the home of British design and was once the factory where Heal's furniture was made.

The Grade II\* listed building was commissioned by Ambrose Heal and designed by Cecil Brewer of Smith and Brewer. It was completed in 1917 and was immediately hailed as a landmark in shop architecture.





# FROM FURNITURE TO IDEAS



The Heal's Building has long been an iconic feature of the West End and will now become part of London's creative fabric.





# BUILDING DEVELOPMENT

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# A PLACE TO INSPIRE

This iconic building has been reimagined as a 200,000 sq ft collection of offices dedicated to businesses crafting the work of tomorrow. Along with its heritage and excellent location, The Heal's Building offers many outstanding amenities. These include a café bar, private landscaped courtyard, a dedicated cycle entrance with showers and lockers, and a communal club lounge.

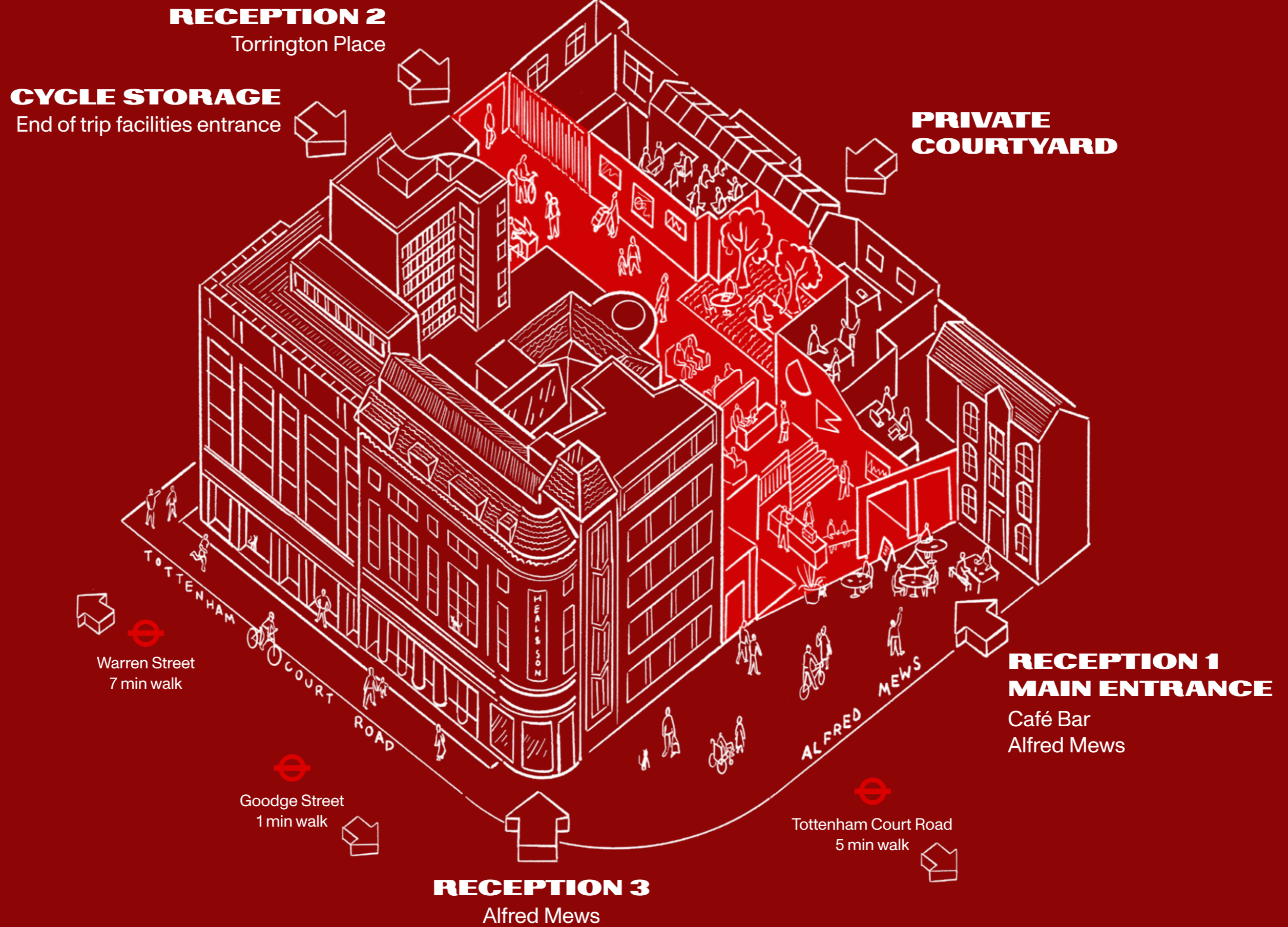
**WATCH FLY-THROUGH** ▶



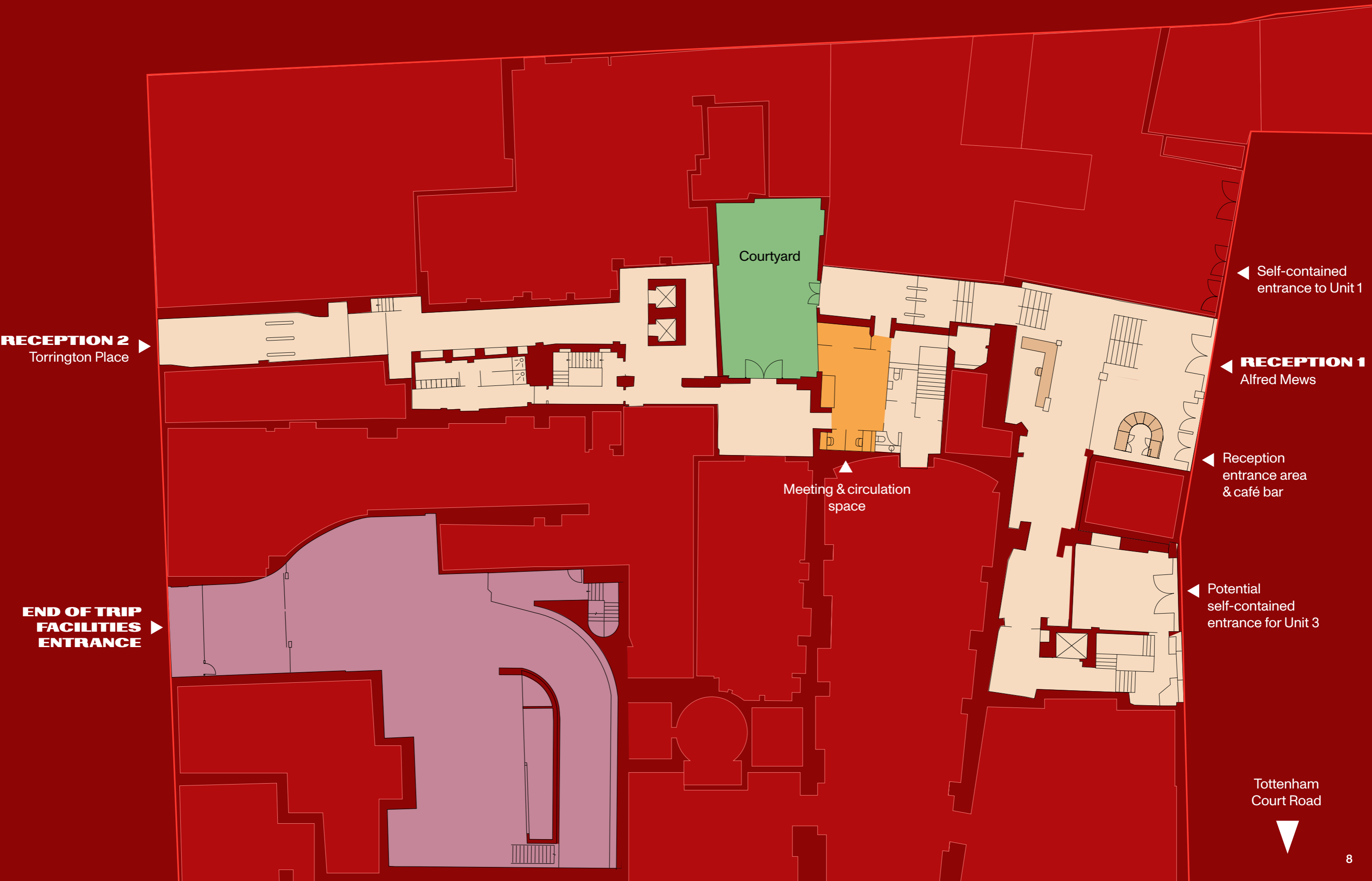
The 200-year-old dispatch area for Heal's is being repurposed into a new reception and coffee stand to service the office floors



# A COLLECTION OF DISTINCTIVE BUILDINGS



# GROUND FLOOR



Courtyard

Meeting & circulation space

**RECEPTION 2**  
Torrington Place

**END OF TRIP FACILITIES ENTRANCE**

Self-contained entrance to Unit 1

**RECEPTION 1**  
Alfred Mews

Reception entrance area & café bar

Potential self-contained entrance for Unit 3

Tottenham Court Road





# BRIGHT COURTYARD



An internal courtyard garden creates a serene internal streetscape between Receptions 1 & 2 for occupiers to gather outdoors



# SELECTED HIGHLIGHTS



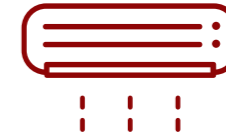
## CAFÉ

Reception area with café bar



## LOUNGE

Communal club lounge



## REFURBISHED

Refurbished CAT A & CAT A+ floors with fibre optics and VRF air-conditioning



## GRADE II\*

Iconic Grade II\* listed building in the West End, sensitively restored



## END OF JOURNEY

Dedicated cycle entrance with 95 bike parking spots, 12 shower facilities, 98 lockers



## EFFICIENT

EPC A and BREEAM 'Excellent' rating on all newly delivered spaces



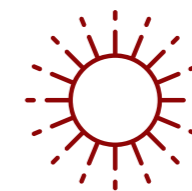
## COURTYARD

Private landscaped courtyard



## LOFT STYLE SPACES

Loft style spaces with 3.1m floor to ceiling height and original openable windows



## TERRACES

Private terraces on 1st and 2nd floors



# AVAILABLE UNITS

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# UNIT ONE

Self-contained | LG, G, 1st Floor | 8,643 sq ft / 803 sq m



Unit 1 Ground floor self-contained entrance CGI





Unit 2 Ground Floor Arrival with internal staircase to Lower Ground Floor CGI





Unit 3 CAT A workspace CGI





Unit 4 private terrace CGI



# UNIT FIVE

3rd Floor | 10,946 sq ft / 1,017 sq



Unit 5 Cat A space





Unit 5 Cat A space

A large expansive floorplate, a blank canvas for your business.





Unit 6 CAT A+ fitted & ready to occupy

An architecturally designed fully fitted & furnished space, promoting collaboration in a relaxed penthouse environment.







Unit 6 Cat A+ workspace

**Stylish design & exquisite attention to detail create a member's club feel.**



# FLOOR PLANS

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# AVAILABILITY TABLE

UNIT	FLOOR	SQ FT	SQ M	AVAILABILITY	CONDITION
<b>1</b>	LG	1,625	151	available	Shell
	G	3,692	343	available	CAT A & Shell
	1	3,326	309	available	CAT A
	Total	8,643	803	available	
<b>2</b>	LG	3,907	363	available	Shell
	G	1,421	132	available	CAT A
	Total	5,328	495	available	
<b>3</b>	1	22,346	2,076	available	CAT A
<b>4</b>	2	12,389	1,151	available	CAT A
<b>5</b>	3	10,946	1,017	available	CAT A
	Unit 3, 4 & 5 Total*	45,681	4,244	available	CAT A
<b>6</b>	6	3,446	320	available	CAT A+

All areas subject to final measurement on completion of refurbishment works

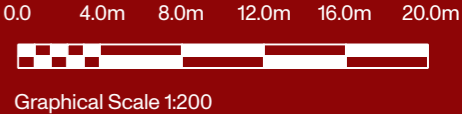
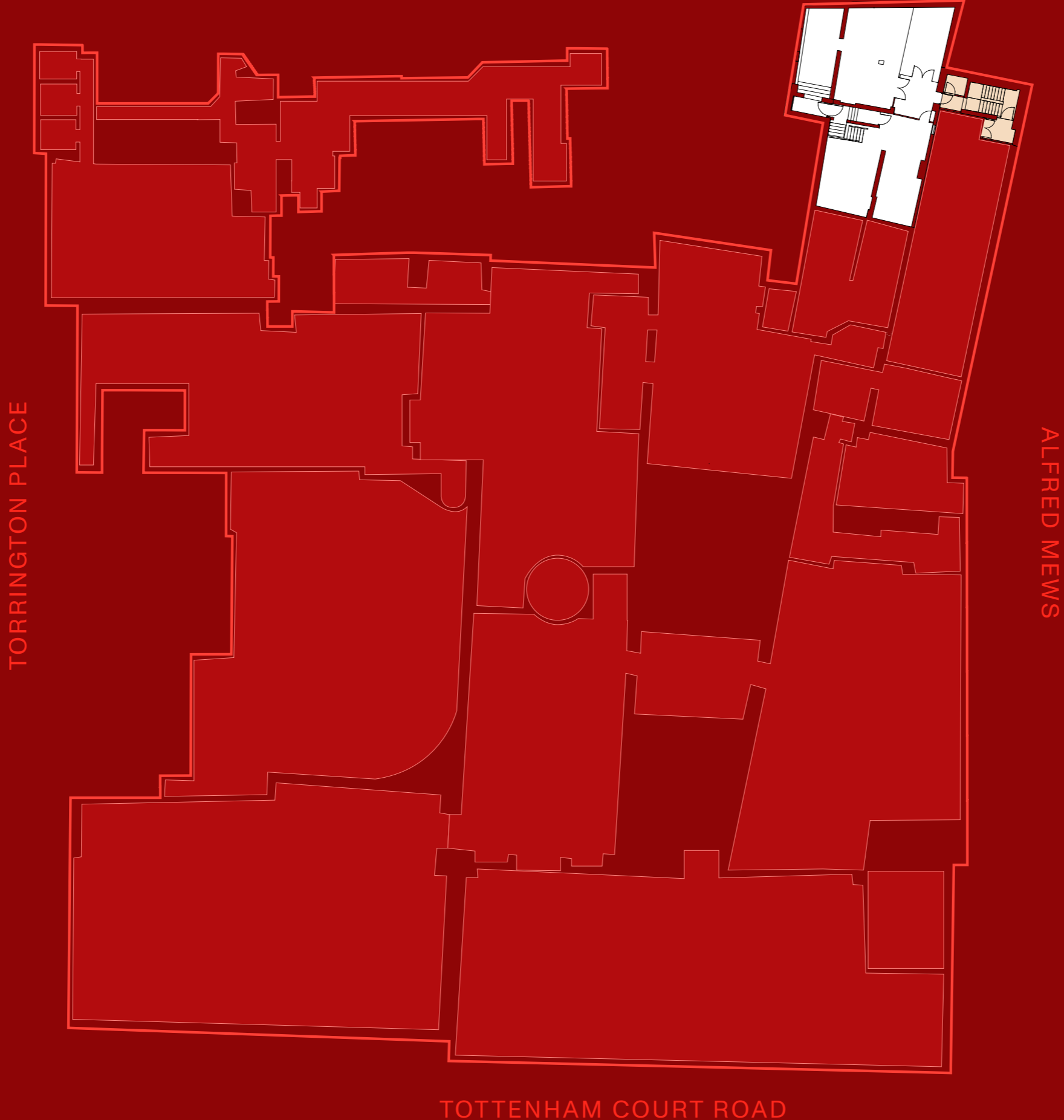
\*Option to internally link units & deliver to Cat A+



# UNIT 1

## Lower Ground Floor

	sq ft	sq m
LG	1,625	151
G	3,692	343
1st	3,326	309
Total	8,643	803





# UNIT 1

## Ground Floor

	sq ft	sq m
LG	1,625	151
G	3,692	343
1st	3,326	309
Total	8,643	803

TORRINGTON PLACE



Private self-contained entrance

ALFRED MEWS



NORTH

TOTTENHAM COURT ROAD

0.0 4.0m 8.0m 12.0m 16.0m 20.0m



Graphical Scale 1:200



# UNIT 1

## 1st Floor

	sq ft	sq m
LG	1,625	151
G	3,692	343
1st	3,326	309
Total	8,643	803



TORRINGTON PLACE

ALFRED MEWS

TOTTENHAM COURT ROAD



NORTH

0.0 4.0m 8.0m 12.0m 16.0m 20.0m



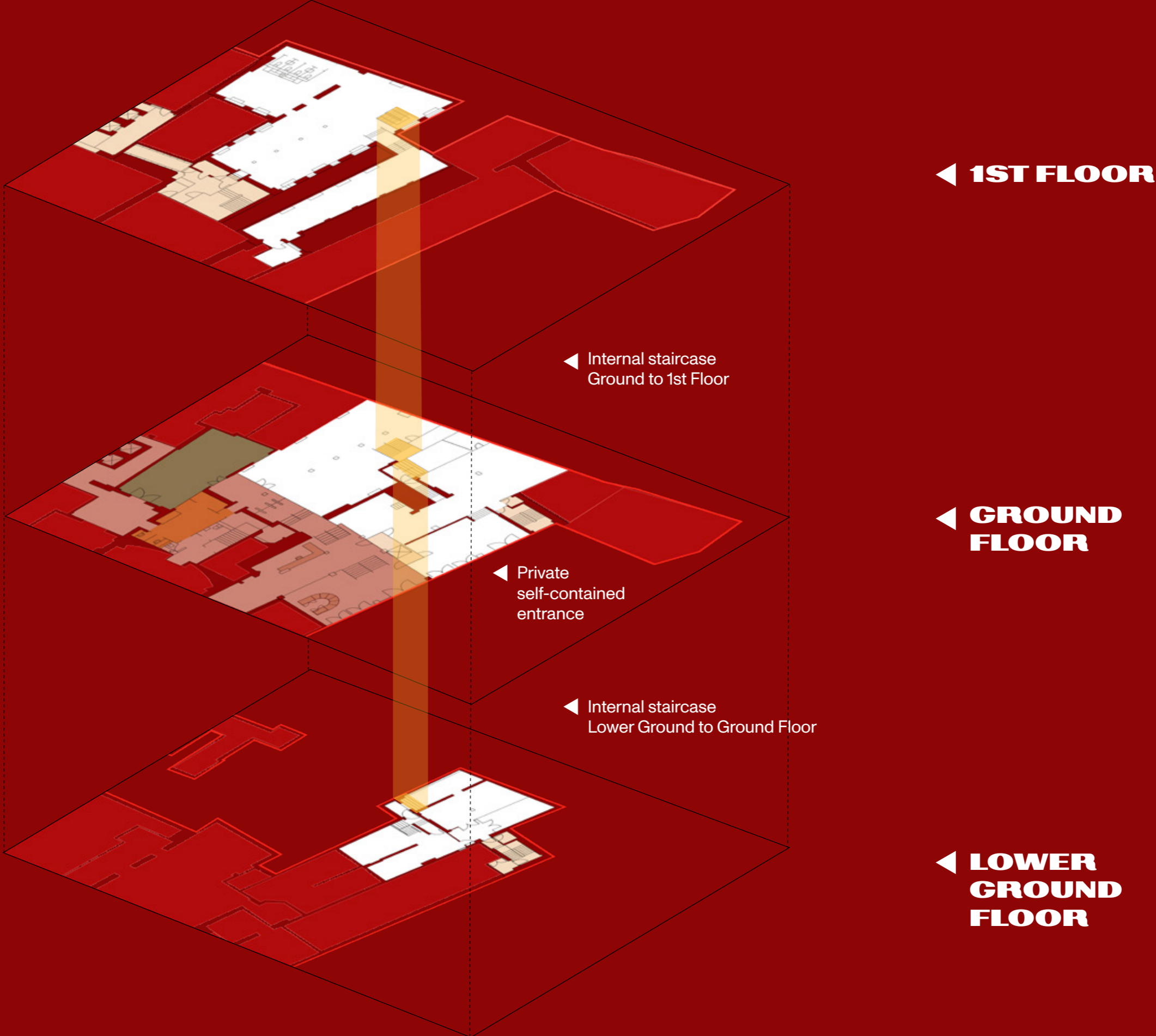
Graphical Scale 1:200



# UNIT 1 SELF-CONTAINED

LG to 1st Floor

	sq ft	sq m
LG	1,625	151
G	3,692	343
1st	3,326	309
Total	8,643	803

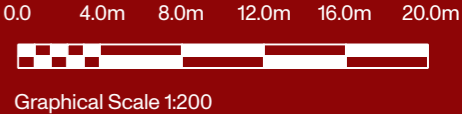
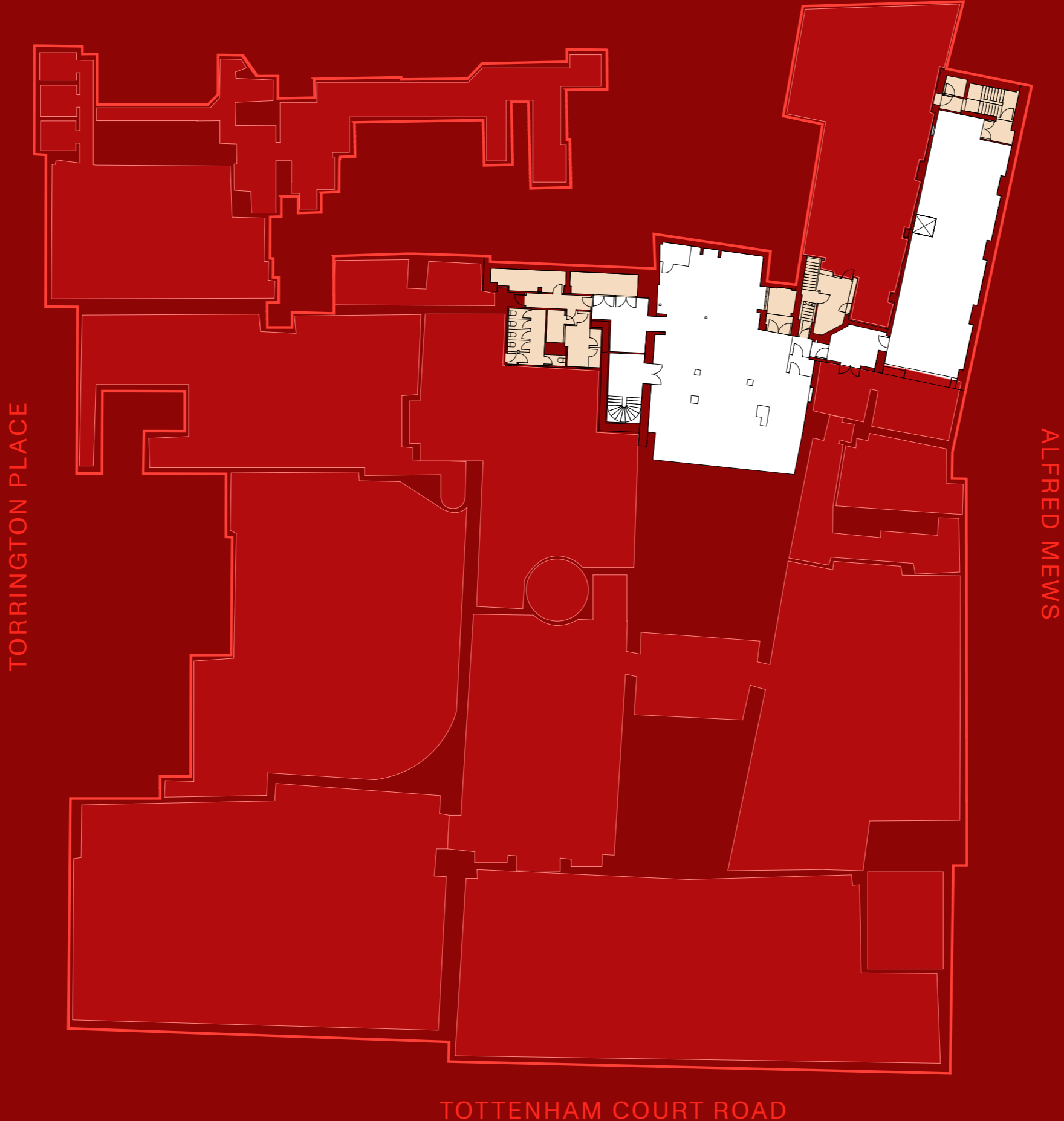




# UNIT 2

## Lower Ground Floor

	sq ft	sq m
LG	3,907	363
G	1,421	132
Total	5,328	495





# UNIT 2

## Ground Floor

	sq ft	sq m
LG	3,907	363
G	1,421	132
Total	5,328	495

Access from Reception 2 ▶

TORRINGTON PLACE

ALFRED MEWS

TOTTENHAM COURT ROAD



NORTH

0.0 4.0m 8.0m 12.0m 16.0m 20.0m



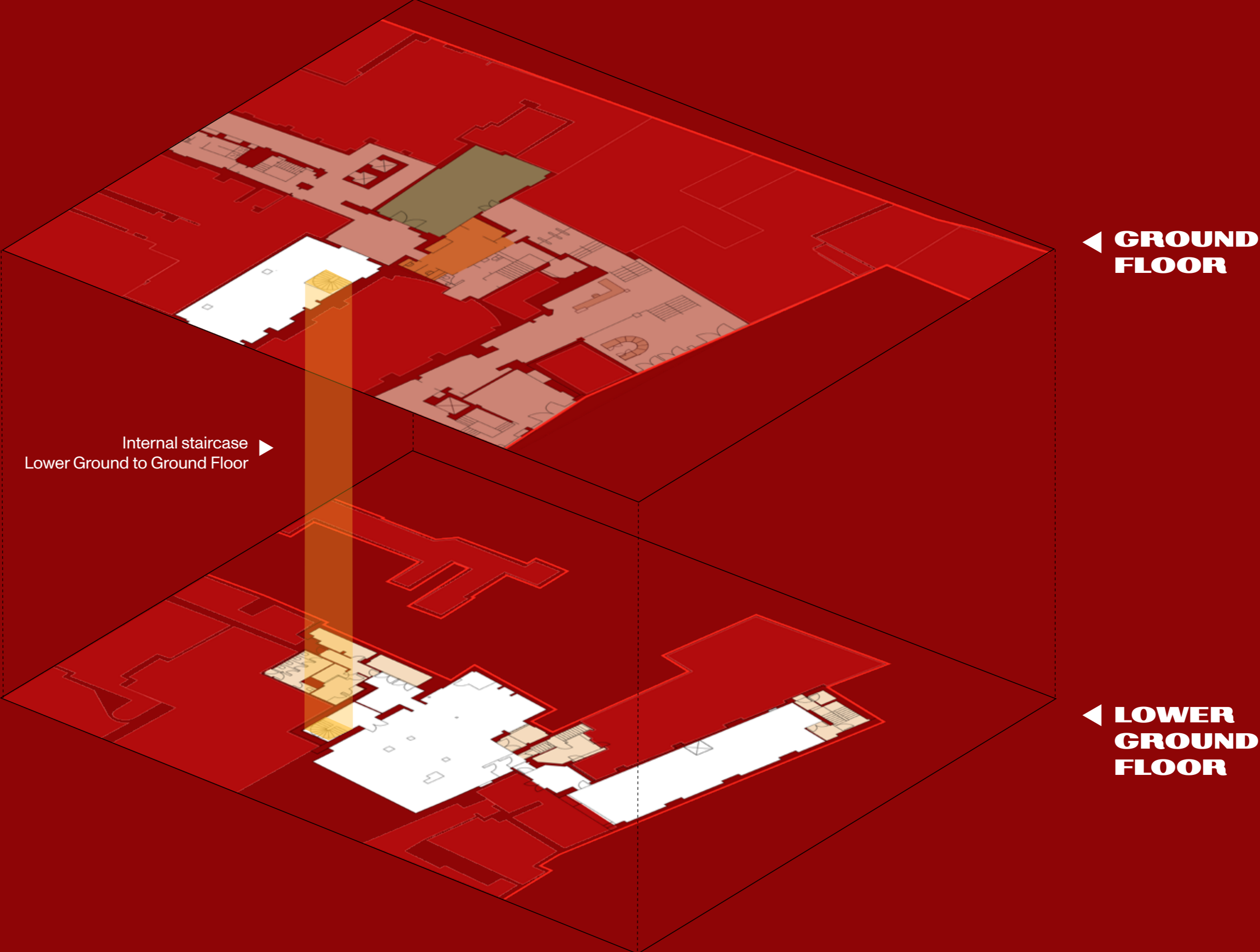
Graphical Scale 1:200



# UNIT 2 SELF-CONTAINED

LG to G Floor

	sq ft	sq m
LG	3,907	363
G	1,421	132
Total	5,328	495





# UNIT 3

1st Floor

22,346 sq ft / 2,076 sq m



NORTH

0.0 4.0m 8.0m 12.0m 16.0m 20.0m



Graphical Scale 1:200

TOTTENHAM COURT ROAD



# UNIT 4

2nd Floor

12,389 sq ft / 1,151 sq m



NORTH

0.0 4.0m 8.0m 12.0m 16.0m 20.0m



Graphical Scale 1:200

TOTTENHAM COURT ROAD



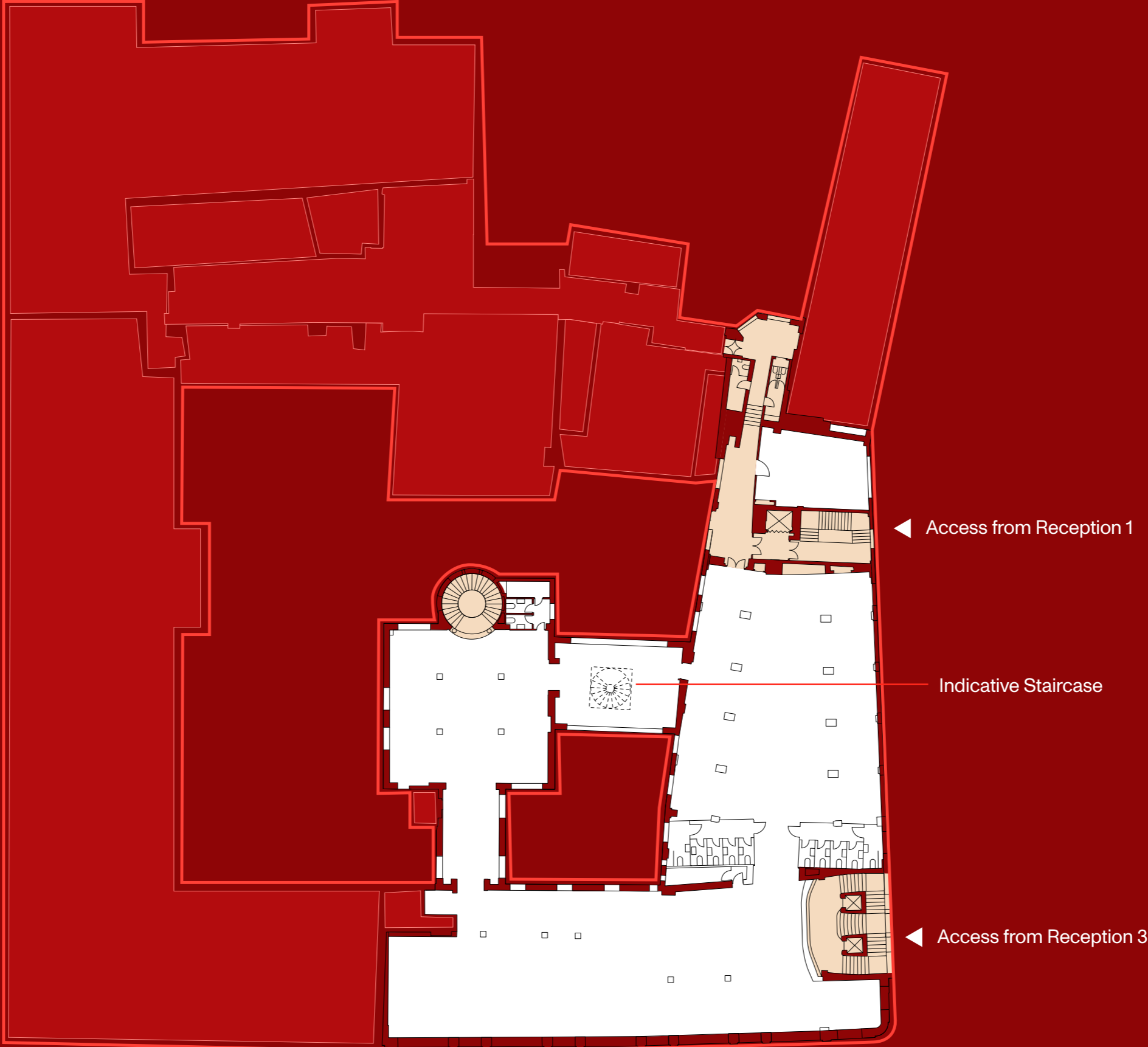
# UNIT 5

3rd Floor

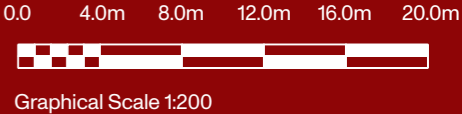
10,946 sq ft / 1,016.9 sq m

TORRINGTON PLACE

ALFRED MEWS



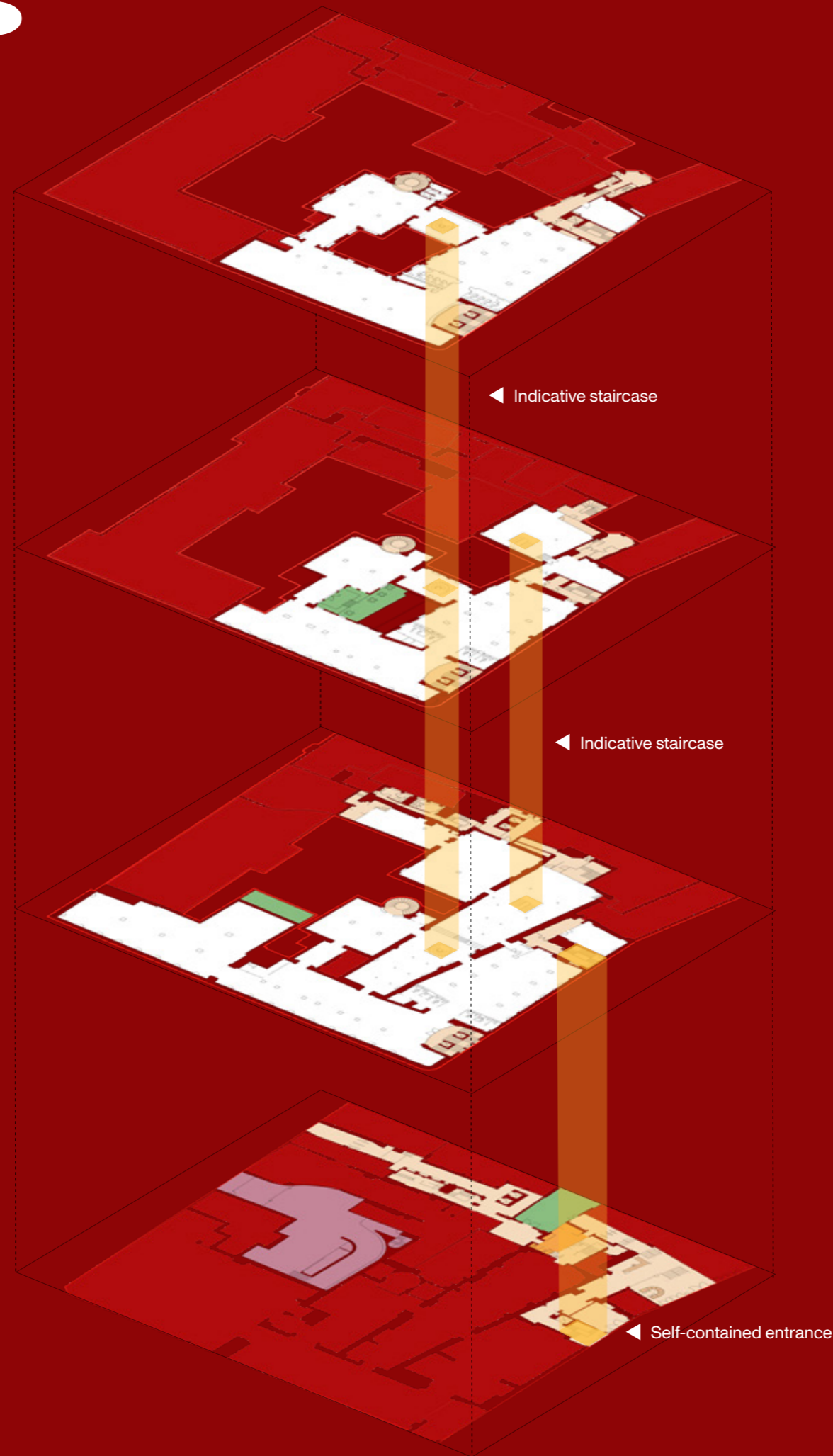
TOTTENHAM COURT ROAD



# UNITS 3, 4 & 5

Option to internally link  
1st, 2nd & 3rd Floor with  
Ground Floor entrance

45,681 sq ft / 4,244 sq m



◀ **3RD FLOOR**  
Unit 5

◀ **2ND FLOOR**  
Unit 4

◀ **1ST FLOOR**  
Unit 3

◀ **GROUND FLOOR**  
Self-contained entrance



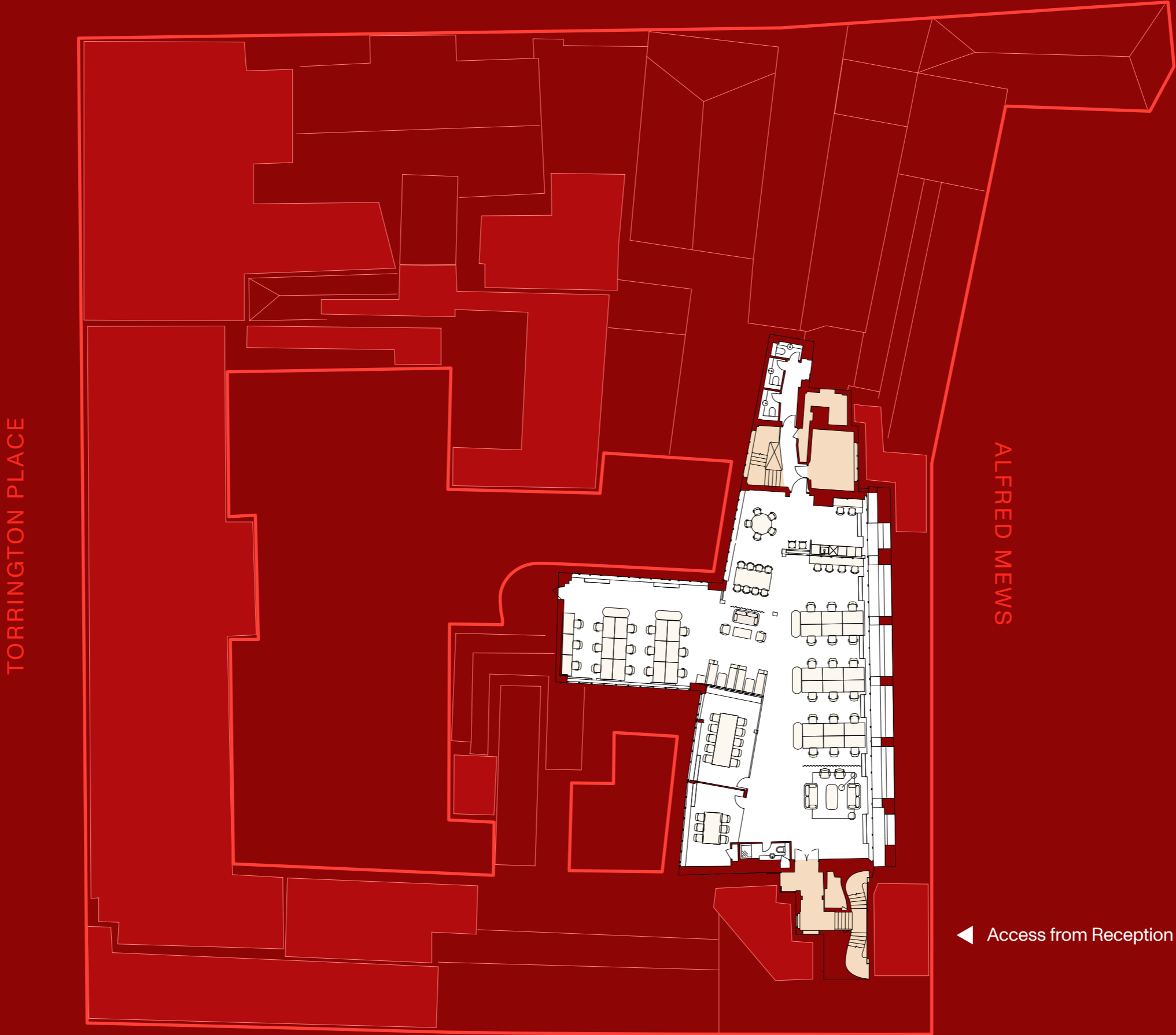
**NORTH**



# UNIT 6 CAT A+

6th Floor

3,446 sq ft / 320.1 sq m



TORRINGTON PLACE

ALFRED MEWS

◀ Access from Reception 3



NORTH

TOTTENHAM COURT ROAD

# INDICATIVE FITTED PLANS

Building  
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# UNIT 3

1st Floor

22,346 sq ft / 2,076 sq m

TORRINGTON PLACE

ALFRED MEWS



◀ Access from Reception 1

◀ Access from Reception 3



NORTH

TOTTENHAM COURT ROAD

0.0 4.0m 8.0m 12.0m 16.0m 20.0m

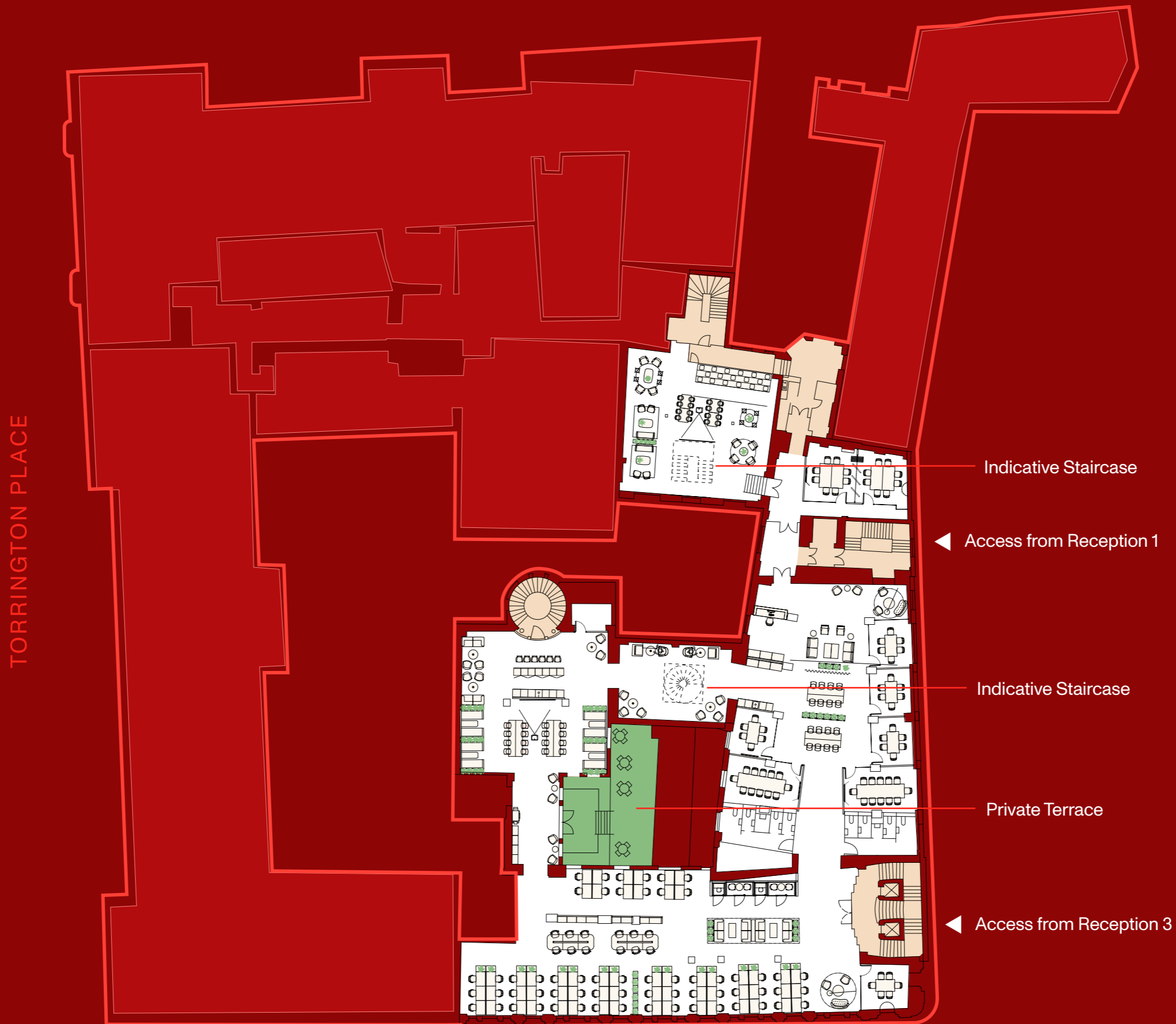


Graphical Scale 1:200

# UNIT 4

2nd Floor

12,389 sq ft / 1,151 sq m



TORRINGTON PLACE

ALFRED MEWS

TOTTENHAM COURT ROAD

Indicative Staircase

Access from Reception 1

Indicative Staircase

Private Terrace

Access from Reception 3



0.0 4.0m 8.0m 12.0m 16.0m 20.0m



Graphical Scale 1:200



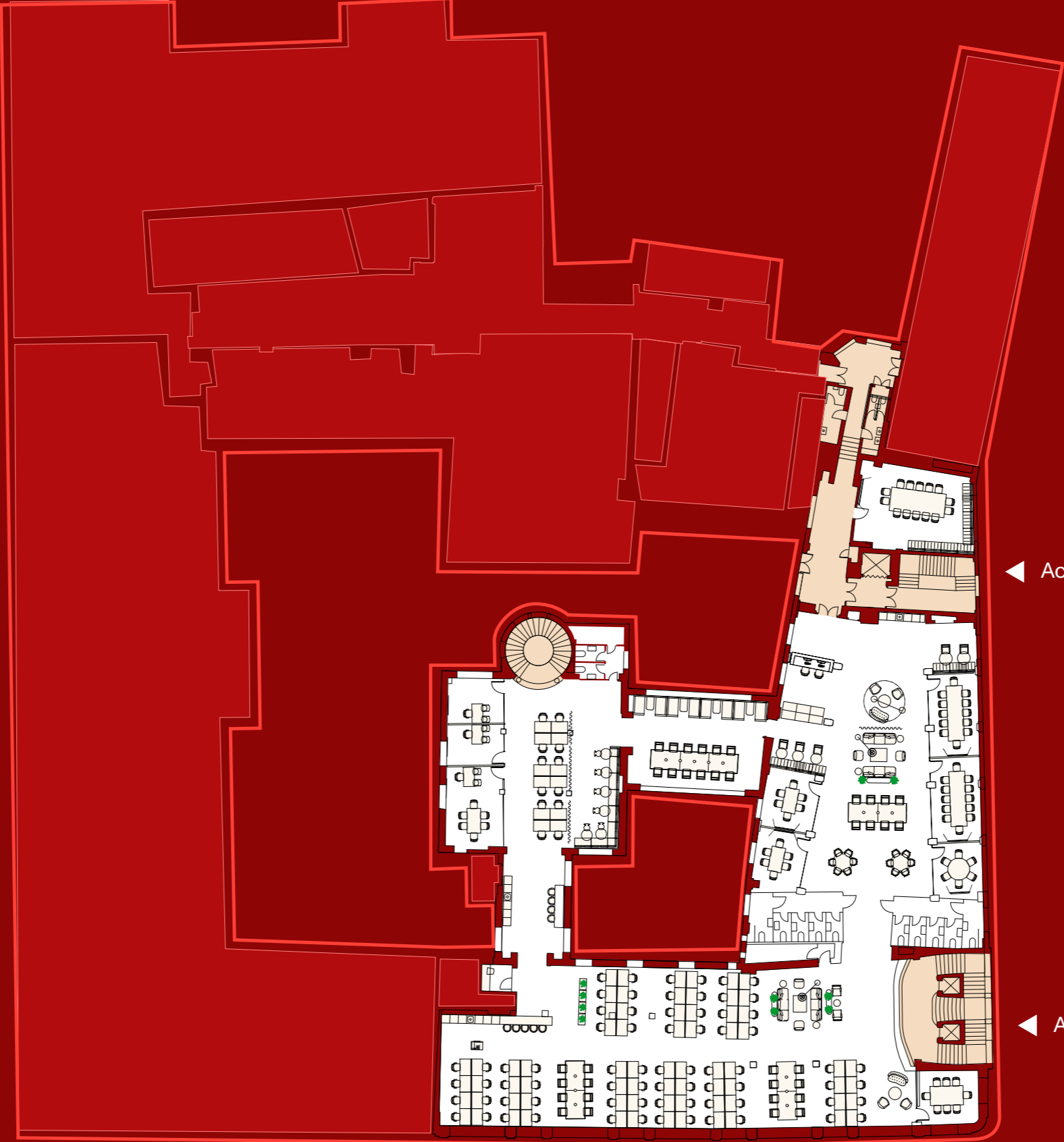
# UNIT 5

3rd Floor

10,946 sq ft / 1,016.9 sq m

TORRINGTON PLACE

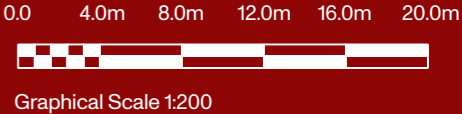
ALFRED MEWS



Access from Reception 1

Access from Reception 3

TOTTENHAM COURT ROAD



# BUILDING LOCATION

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# VIBRANT FITZROVIA

Located in the heart of Fitzrovia, The Heal's Building benefits from chic restaurants, bars, cafés and hotels, including Charlotte Street Hotel, ROKA and The Ninth. It is also perfectly positioned for transport with the Elizabeth Line and numerous Underground services moments away.

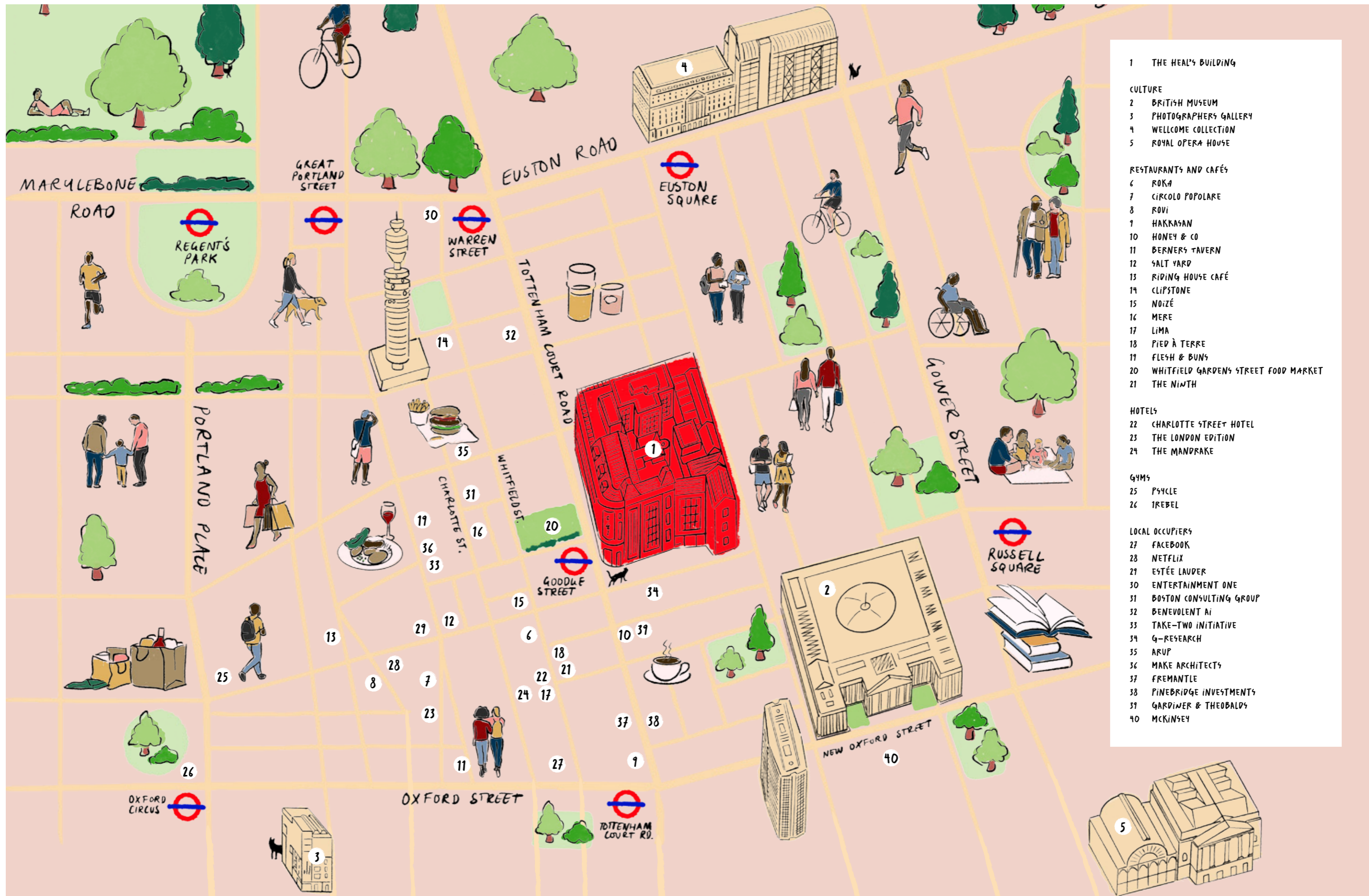


Charlotte Street Hotel





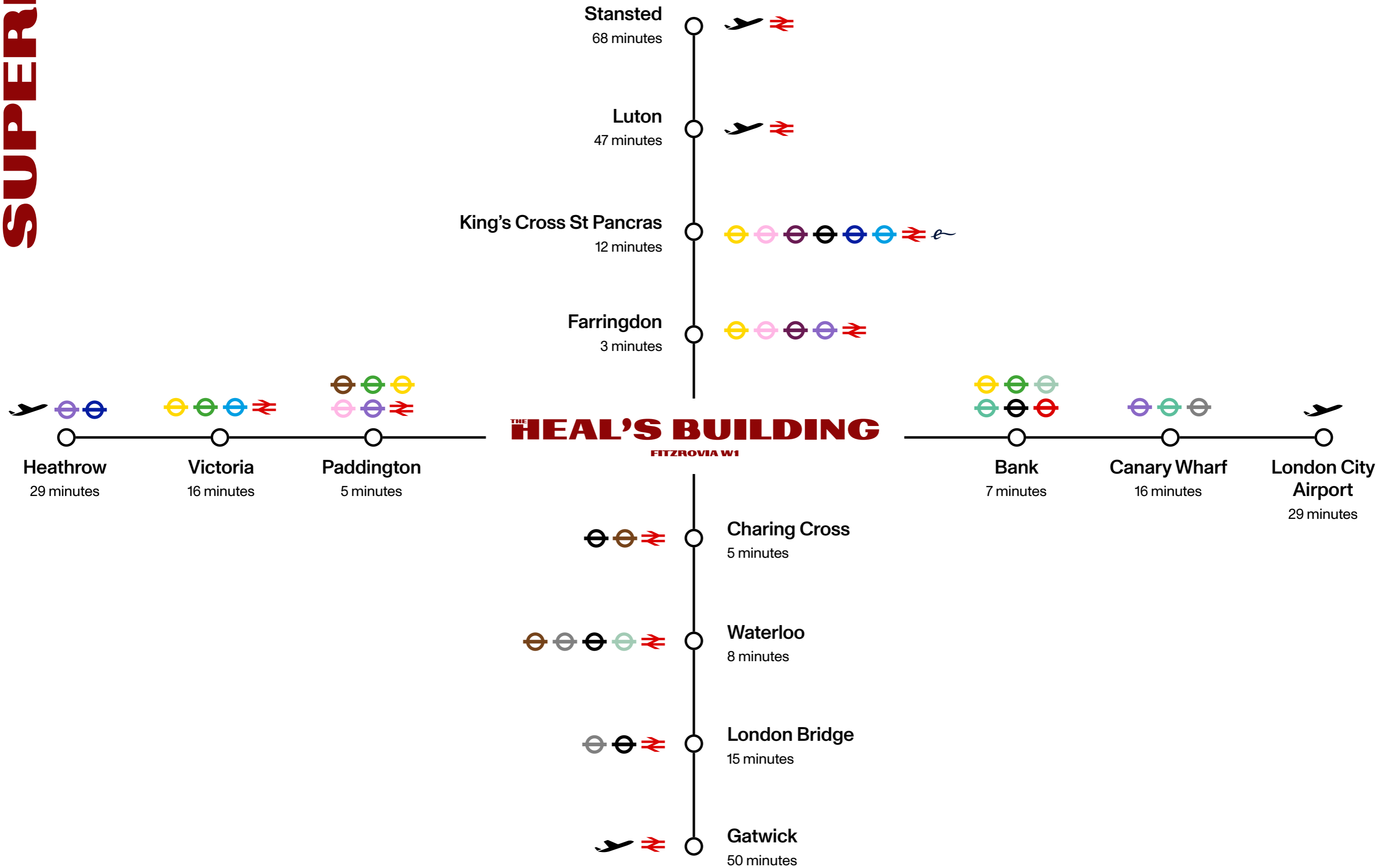
# ARTS, CULTURE AND LEISURE



- 1 THE HEAL'S BUILDING
  
- CULTURE
- 2 BRITISH MUSEUM
- 3 PHOTOGRAPHERS GALLERY
- 4 WELLCOME COLLECTION
- 5 ROYAL OPERA HOUSE
  
- RESTAURANTS AND CAFÉS
- 6 ROKA
- 7 CIRCOLO POPOLARE
- 8 ROVI
- 9 HAKKASAN
- 10 HONEY & CO
- 11 BERNERS TAVERN
- 12 SALT YARD
- 13 RIDING HOUSE CAFÉ
- 14 CLIPSTONE
- 15 NOIZÉ
- 16 MERE
- 17 LIMA
- 18 PIED À TERRE
- 19 FLESH & BUNS
- 20 WHITFIELD GARDENS STREET FOOD MARKET
- 21 THE NINTH
  
- HOTELS
- 22 CHARLOTTE STREET HOTEL
- 23 THE LONDON EDITION
- 24 THE MANDRAKE
  
- GYMS
- 25 PSYCLE
- 26 IRBEL
  
- LOCAL OCCUPIERS
- 27 FACEBOOK
- 28 NETFLIX
- 29 ESTÉE LAUDER
- 30 ENTERTAINMENT ONE
- 31 BOSTON CONSULTING GROUP
- 32 BENEVOLENT AI
- 33 TAKE-TWO INITIATIVE
- 34 G-RESEARCH
- 35 ARUP
- 36 MAKE ARCHITECTS
- 37 FREMANTLE
- 38 PINEBRIDGE INVESTMENTS
- 39 GARDINER & THEOBALDS
- 40 MCKINSEY



# SUPERB CONNECTIVITY



All travel times from Tottenham Court Road Station  
Via Google

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themanufactory.london

Designed by a visionary team

**General Projects**  
General Projects is a contemporary real estate developer specialising in design and the thoughtful reinvention of places.

**Buckley Gray Yeoman**  
Buckley Gray Yeoman is one of London's leading architecture practices and has a track record of sensitive renewal of buildings such as One Poultry and YY London.

**THE HEAL'S BUILDING**  
FITZROVIA W1