



THE BROADLEY

MARYLEBONE

FACT SHEET



MARYLEBONE'S NEXT GREAT STORY

Perfectly placed in NW8, The Broadley is a bold new address rooted in the architectural legacy and cultural richness of Marylebone. Its distinctive red-brick façade and timeless arches draw inspiration from the area's Georgian and Victorian past. Inside, refined interiors balance heritage craftsmanship with contemporary comfort.

With private gardens thoughtfully designed using research supported by Royal Botanic Gardens, Kew, and exclusive amenities including a dedicated 24-hour concierge, co-working space with outdoor terrace, private screening room, and gym powered by Peloton, The Broadley offers a rare opportunity to live in a home that's as connected to the city as it is to a sense of calm.

This is more than an address. It's a chapter in London's evolving story.

AT THE CENTRE OF LONDON'S MOST PRESTIGIOUS VILLAGES

The Broadley sits at the intersection of London's most sought-after neighbourhoods, shaped by the legacy of The Portman and Howard de Walden Estates – where the quiet elegance of Maida Vale and St John's Wood meets the cultural richness of Marylebone and the grandeur of Regent's Park. Moments away, Little Venice offers waterside charm, Mayfair delivers refined luxury, and Edgware Road connects you to fast transport links.

Map is not to scale and is indicative. Village Estate boundaries are guides only.



CRAFTED FOR THE CITY, ROOTED IN CHARACTER



ZONE 1 LIVING. REDEFINED

Marylebone High Street, Regent's Park and Chiltern Street are all easily accessible from The Broadley, with Soho, Mayfair and the West End also close by.



EFFORTLESS CONNECTIONS

Walk to Edgware Road, Marylebone and Paddington stations in minutes. Allowing you to reach Heathrow, Canary Wharf and King's Cross with ease.



DESIGN THAT ENDURES

Red-brick façades, heritage arches and refined interiors with herringbone flooring and antique-style lighting create timeless, characterful homes.

Key

⊕ Eurostar

⊗ Heathrow Express



CLUBHOUSE

EXCLUSIVE ACCESS

A gym powered by Peloton, private screening room, residents' lounge and 24-hour concierge – all designed to elevate daily living.



PRIVATE GARDENS

Tranquil courtyards and a terrace, shaped to enrich biodiversity through research supported by Royal Botanic Gardens, Kew.



CLOSE TO THE WORLD'S BEST MINDS

Imperial, UCL, London Business School and Harley Street are under 20 minutes away, with a further 20 universities within 2.5 miles.



A NEIGHBOURHOOD TRANSFORMED

At the heart of a £1.3bn regeneration, where Westminster City Council are investing in new homes, green spaces and community amenities.



INFLUENCED BY VISIONARY ESTATES

Central to Marylebone, Mayfair, St John's Wood, Maida Vale and Little Venice – where village character meets global prestige.



A DISTRICT ON THE RISE

The Broadley sits within the heart of the Church Street regeneration zone – an ambitious transformation shaped by Westminster City Council. With plans for new homes, a community library, expanded green spaces and cultural venues, this part of NW8 is emerging as one of the most exciting growth stories in Prime Central London.

£1.3_{BN}

TOTAL INVESTMENT BY
WESTMINSTER CITY COUNCIL &
PARTNERS WITHIN CHURCH STREET

UP TO

5.2%

INCREASE IN ESTIMATED
RENTAL YIELDS*

19.2%

PREDICTED INCREASE IN PCL
FROM 2025-2029 IN CAPITAL VALUES*

20.5%

PREDICTED INCREASE IN PCL
FROM 2025-2029 IN RENTAL GROWTH*

With a 70% reduction in new homes entering the Prime Central London (PCL) development pipeline over the past decade, The Broadley represents a rare opportunity in an increasingly undersupplied market.

* Source: Knight Frank & Savills



London Business School

ACADEMIC EXCELLENCE

The Broadley offers rare proximity to some of the world's top institutions. Imperial College London, UCL, London Business School, and the Royal Academy of Music are all close by – making it ideal for students, academics and professionals.



Royal Academy of Music



Harley Street

MEDICAL INNOVATION AT YOUR DOOR

Just minutes away, Harley Street remains an epicentre for global healthcare. With cutting-edge treatment, elite practitioners, and academic partnerships with institutions like Cambridge and UCL, it's a legacy of care that continues to shape the future of medicine.

Life at The Broadley places you at the centre of London's most efficient transport links. Just minutes from your door, Edgware Road, Marylebone and Paddington stations connect you swiftly across the capital – whether to Liverpool Street, King's Cross, or Canary Wharf.

4 mins walk

EDGWARE ROAD

Baker Street
1 stop | 2 mins

Euston Square
3 stops | 5 mins

Notting Hill Gate
3 stops | 5 mins

King's Cross
St Pancras International
4 stops | 13 mins

Farringdon
5 stops | 16 mins

8 mins walk

MARYLEBONE



Oxford Circus
3 stops | 4 mins

Piccadilly Circus
4 stops | 6 mins

Charing Cross
5 stops | 8 mins

Waterloo
7 stops | 12 mins

Bicester Village
Direct train | 46 mins

14 mins walk

PADDINGTON



Bond Street

1 stop | 3 mins

Tottenham Court Road

2 stops | 5 mins

Liverpool Street

4 stops | 7 mins

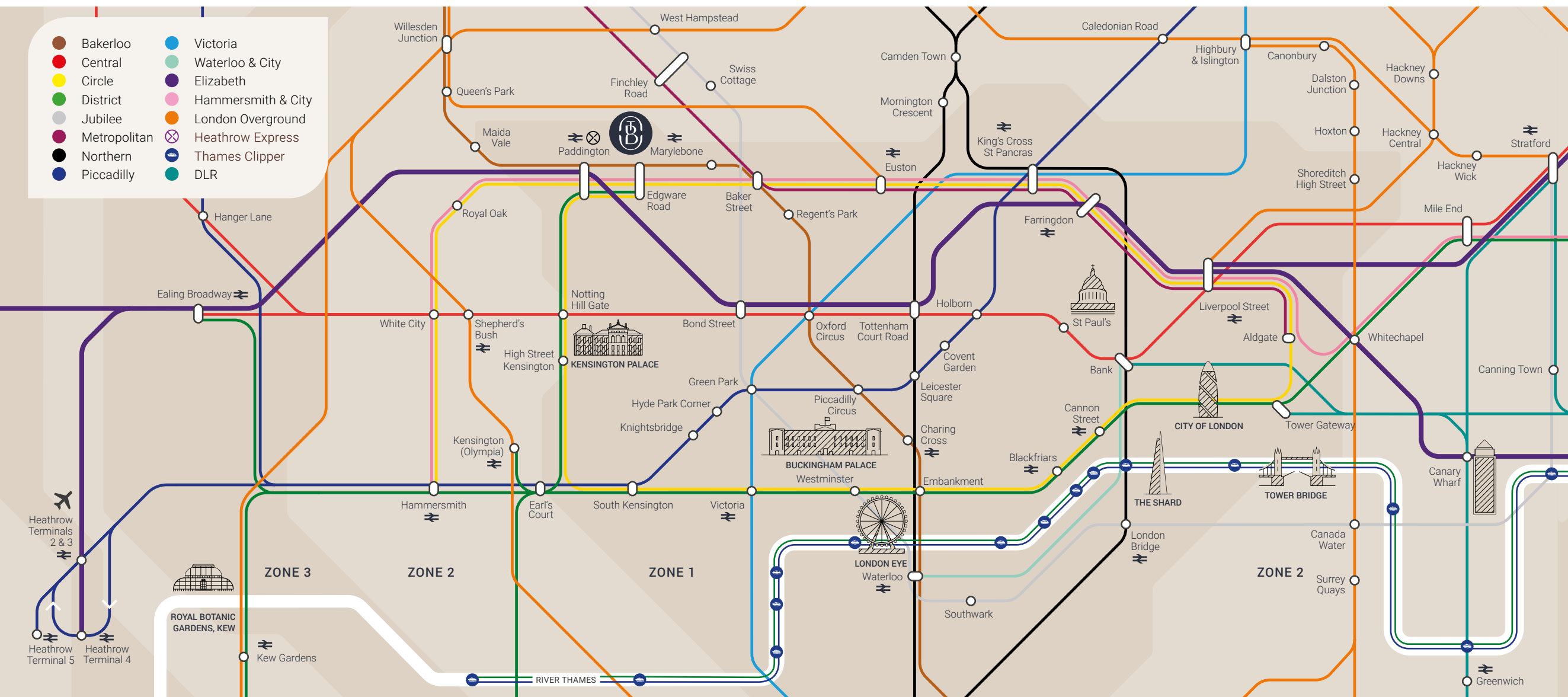
Canary Wharf

6 stops | 17 mins

Heathrow Airport

1 stop | 15 mins

Map is for illustration purposes only and is not a full representation.
These are indicative journey times. Based on time to station entrance. Source: [google.com/maps](https://www.google.com/maps) and [tfl.gov.uk](https://www.tfl.gov.uk)



DISCOVER LOCAL CHARACTER

Marylebone blends village charm with city sophistication – Georgian streets, artisan cafés and independent boutiques.

Enjoy the energy of nearby Oxford Street, Bond Street and Mayfair, with world-class dining, galleries and retail.

CULTURE

- 1 Daunt Books
- 2 Frameless
- 3 Lisson Gallery
- 4 Little Venice
- 5 Speaker's Corner
- 6 The Cockpit Theatre
- 7 The Sherlock Holmes Museum
- 8 The Wallace Collection

FOOD AND DRINK

- 9 Alfies Rooftop Kitchen
- 10 Café Laville
- 11 Carlotta
- 12 Church Street Food Market
- 13 Clarette
- 14 Hayat Paddington
- 15 The Ivy Café Marylebone
- 16 Winter Garden Restaurant at The Landmark Hotel

RETAIL

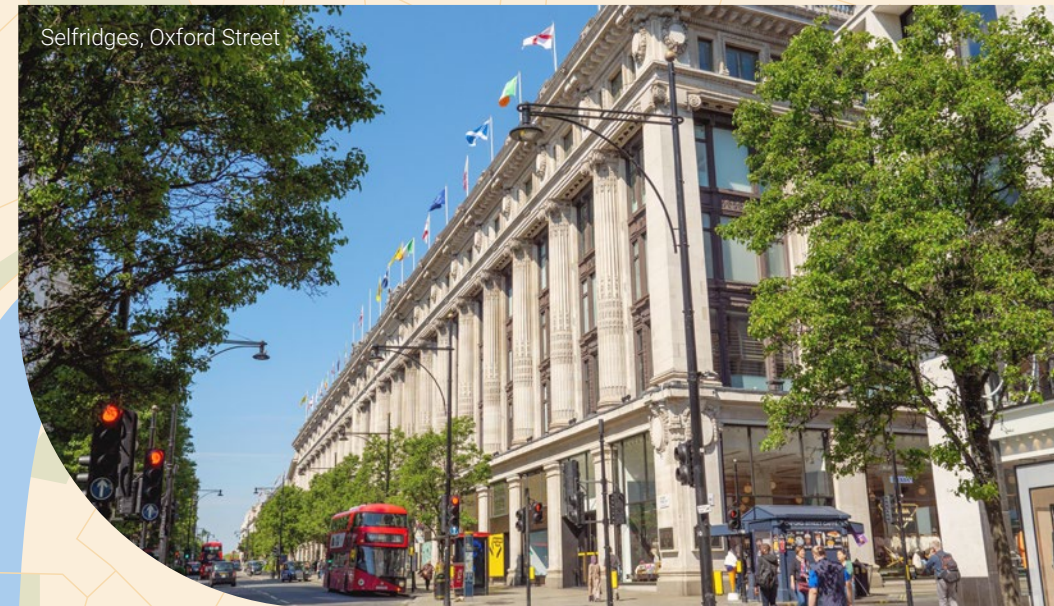
- 17 Alfies Antique Market
- 18 Bond Street
- 19 Joel & Son Fabrics
- 20 Marylebone High Street
- 21 Oxford Street
- 22 Paddington Basin
- 23 Selfridges
- 24 St John's Wood High Street

EDUCATION

- 25 American School in London
- 26 Arnold House School
- 27 Imperial College London
- 28 London Business School
- 29 Regent's University London
- 30 St Marylebone CE School
- 31 University College London
- 32 University of Westminster



Map is not to scale
and is indicative only



A RETREAT WITHIN THE CITY

Introducing Clubhouse at The Broadley, offering an elevated living experience through communal areas that nurture wellbeing, convenience and a sense of community.

24-HOUR CONCIERGE

From theatre bookings to dry cleaning, the dedicated concierge team ensures every detail of your life is handled with care and discretion.

PRIVATE SCREENING ROOM

Velvet armchairs, warm lighting, and a touch of cinematic glamour. Host private viewings or enjoy a curated film night.



RESIDENTS' LOUNGE AND CO-WORKING SPACE

A sophisticated setting inspired by Victorian libraries and private clubs – perfect for focused work, casual meetings or quiet reflection.

GYM POWERED BY PELOTON AND PELOTON SUITE

A high-performance wellness space equipped with Peloton bikes, free weights and dedicated zones for yoga, strength and cardio.

LANDSCAPED GARDENS & TERRACE

Drawing on research supported by Royal Botanic Gardens, Kew, the gardens and terrace offer moments of stillness above the city. A place to breathe, entertain, or simply enjoy the view.



CLUBHOUSE

PELOTON



DESIGN THAT BALANCES HERITAGE AND HOME



Inside each home, classical details meet contemporary finishes in spaces designed to feel both timeless and tailored.

KEY DESIGN FEATURES:

- Herringbone timber floors, neutral tones, and classic ogee skirting create an elegant foundation for everyday living.

- Bespoke kitchens pair shaker-style cabinetry with durable quartz worktops, brushed brass hardware and high-performance Miele appliances.
- Bathrooms are defined by classic chequerboard tiles, custom vanity units and elegant fittings.
- Private balconies in every home provide rare outdoor space – perfect for morning coffee, fresh air or spectacular views.





THE ESSENTIALS AT A GLANCE

DEVELOPER

Mount Anvil, in partnership with Westminster City Council

ARCHITECTS

Bell Phillips Architect (Concept),
EPR (Delivery)

LANDSCAPE ARCHITECTS

Camlin (Concept),
Fabrik (Delivery)

INTERIOR DESIGNERS

House Nine Design

COMPLETION

Q2 / Q3 2030

TENURE

990-year leasehold

SERVICE CHARGE

£6.82 per sq ft based on 2025 costs and to be updated in 2026 in line with any inflation

COUNCIL TAX

westminster.gov.uk/council-tax/council-tax-bands-and-charges

WARRANTIES & INSURANCE

- 10-year NHBC warranty
- 2-year Mount Anvil customer care warranty

NUMBER OF HOMES

	The Watling	The Eliot
Studio	7	18
1-Bed	41	38
2-Bed	15	26
3-Bed	1	5
Total	64	87

RESERVATION TERMS

- £2,500 reservation fee is required for properties up to £1 million
- £5,000 reservation fee is required for properties over £1 million
- 10% of purchase price payable on exchange of contracts, 21 days from reservation (minus reservation fee)
- 2.5% stage payment payable 6 months from reservation date
- 2.5% stage payment payable 12 months from reservation date
- 5% second stage payment payable 18 months from reservation date
- 5% third stage payment payable 24 months from reservation date
- Balance of 75% payable on completion

PANEL OF SOLICITORS

- Burlingtons
- Quastels
- Riseam Sharples
- Ackroyd (Jay Wong)

VENDOR SOLICITORS

Foot Antsey

PURSUING BETTER, DIFFERENTLY

LONDON SPECIALISTS

We've spent over 34 years focused on London, creating outstanding places where people can thrive. Focus means we can commit, we can do that bit extra, so we can spend more time designing, refining and delivering homes people love, in places they want to live.

CRAFTED NOT COOKIE-CUTTER

No two Mount Anvil developments are the same. Yes, you'll see Mount Anvil hallmarks such as clean, uncluttered elevations, vibrant public realm, and mechanical equipment hidden in the basement rather than on the roof. And, each of our developments are as individual as the communities that they're in.

POSITIVE PARTNERSHIPS

Our business is based on repeat partnerships, and put person, place and planet first. By jointly working with our partners, we can amplify the positive impact of the places and homes we co-create, delivering a healthy, low carbon and prosperous future for London.

CUSTOMER FOCUS

At Mount Anvil, we're committed to making your home buying experience as effortless as possible. Your personal Customer Experience Manager will be there to answer anything and everything you ask about your new home. This focus on customer satisfaction is why 97% of our customers would recommend us to family and friends.

OUR TEAM

90% of our people are also shareholders in our business, so there's more pride poured into every project. And with our project directors having, on average, more than 25 years' industry experience each, your home is in safe, reassuring hands.

AWARD WINNING

The ultimate accolades for us are happy customers, who want to keep coming back to Mount Anvil. But we aren't averse to the industry celebrating us either. We have won awards for our design, culture, partnerships, health and safety, customer care and sustainability.



**Mount Anvil,
better London living**



Right: Hampstead Manor by Mount Anvil



Left: Ebury, SW1 by Westminster City Council

INVESTING IN YOUR NEIGHBOURHOOD

WESTMINSTER CITY COUNCIL

City of Westminster has embarked on the most ambitious house-building programme in a generation, delivering contemporary, high-quality homes for all.

From modern apartments for first-time buyers to larger properties for families looking for more space, the council's portfolio will include new homes of all tenures – in central London locations. As well as providing much-needed new homes across Westminster, the portfolio will generate income to be reinvested; it will fund brand new social and affordable homes, state-of-the-art community facilities and the rejuvenation of existing neighbourhoods.



**City of
Westminster**

By leading its own developments, the Council will prioritise local businesses and suppliers, repurpose under-utilised space and provide training and employment opportunities for students and apprentices. City of Westminster is investing around one billion pounds over the next five years into their regeneration and development programme. This is an investment in Westminster's communities and will deliver thousands of new affordable homes, as well as creating local jobs and providing beautiful spaces for the community to enjoy.

IN PARTNERSHIP: WESTMINSTER CITY COUNCIL AND MOUNT ANVIL

Westminster City Council's vision for Church Street is centred around community – creating a neighbourhood where people love to spend time. Picture greener public spaces that invite you to read a book or enjoy your coffee outside. Pedestrianised streets where children can play safely. A new cultural quarter supporting up-and-coming artists.

Mount Anvil is proud to contribute to this vision. As a key part of the regeneration, The Broadley will create new homes, a state-of-the-art public library under the arches, new play spaces and a community garden.

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Westminster



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WHERE GREAT STORIES START

THEBROADLEY.CO.UK

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LIVING



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Terms & Conditions

The information in this document is indicative and is intended to act as a guide only as to the finished product. The finished product may vary from the information provided. These particulars should not be relied upon as statements of fact or representations and applicants must satisfy themselves by inspection or otherwise as to their correctness. This information does not constitute a contract or warranty.

The Broadley, The Watling and The Eliot are marketing names and do not form part of the approved postal addresses. Applicants are advised to contact Mount Anvil to ascertain the availability of any particular property. Your attention is drawn to the fact that in rare circumstances it may not be possible to obtain the exact products or materials referred to in the specification. Mount Anvil reserve the right to alter, amend or update the specification, which may include changes in the colour, material or brand specified. In such cases, a similar alternative will be provided.

Mount Anvil reserve the right (whether through the planning process or otherwise) to increase the height and/or elevation and/or massing or otherwise (including accommodation) of any block in the development. You'll be regarded, when making a reservation, as being aware and accepting this. This means you'll be expected to accept any consequential change in outlook or amenity because of such changes. Computer generated images and photography are indicative only and subject to change. Ceiling and wall lighting shown in computer generated images, not included in the specification, are for decorative purposes only. Travel times are approximate and calculated via Google.





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