



BERKELEY SQUARE LONDON

— PROJECT SUMMARY —

Although occupying one of the finest office locations in the West End, this speculative office development was initiated at a low point in the development cycle.

PRUPIM took advantage of a depressed construction market by negotiating a fixed price contract for a complicated build. This was due to its restricted site with significant works to a deep basement and adjoining property.

The development included a high-class entrance hall from Berkeley Square with attractive central atrium surrounding seven storeys of column-free air conditioned office floors with an individually approached residential penthouse suite, on the top floor. The deep basement contains car parking for eight cars and a lecture theatre.

Externally the building is clad in Portland Stone reflecting the vernacular of Berkeley Square with exemplary views both over the Square and along the length of Mount Street to Hyde Park.

PRUPIM project managed the development to completion on budget

and on programme to hit the letting market on an upswing of demand. The building was pre-let prior to practical completion to British Telecom at a record headline rent for a high-class commercial office space in the area at that time.

Since that initial letting, the property has been subsequently occupied as a corporate headquarters by GE Capital reflecting not only the excellence of its location, but also the quality and enduring nature of the original design, layout and specification. It continues to perform well and yield market facing rents.

— PROJECT HIGHLIGHTS —

- A speculative development initiated at a low point in the market, pre-let with headline rent for the area
- Delivered on time and on budget within a restricted site – involving significant works to basement and adjoining properties
- Occupied as a corporate headquarters since its completion in 1996

PROJECT FACTS

USE/TYPE

High quality corporate Headquarters Building

CONTRACT VALUE

£12 million

SIZE

50,000 square feet

FUNDING SOURCE

Prudential

CONTRACT START DATE

1995

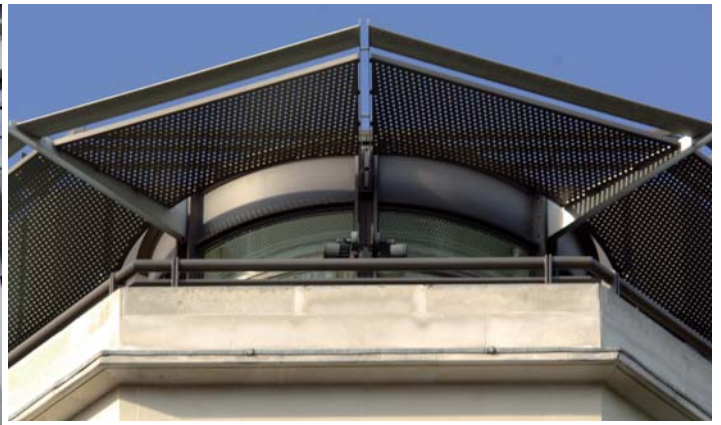
CONTRACT COMPLETION DATE

December 1996

LOCATION



29-30 Berkeley Square
London
W1J 6EX



BERKELEY SQUARE LONDON

KEY CONSULTANTS

ARCHITECTS	Whinney Mackay-Lewis Partnership
STRUCTURAL ENGINEERS	Watermans
M & E ENGINEERS	Ove Arup
COST CONSULTANTS	Gardiner and Theobald
MAIN CONTRACTOR	Bovis

KEY STAKEHOLDERS

- Grovesnor Estate
FREEHOLDER
- Westminster City Council
- Westminster residents group
COMMUNITY PARTNERSHIP

KEY TENANTS



INTEGRATED PRUPIM SERVICES EMPLOYED

- ✓ Fund Management
 - Market Research
- ✓ Leasing
 - Asset Management
 - Sustainability
- ✓ Development Management
- ✓ Project Management
 - Marketing
 - Property Management
- ✓ Funding