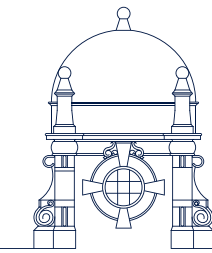
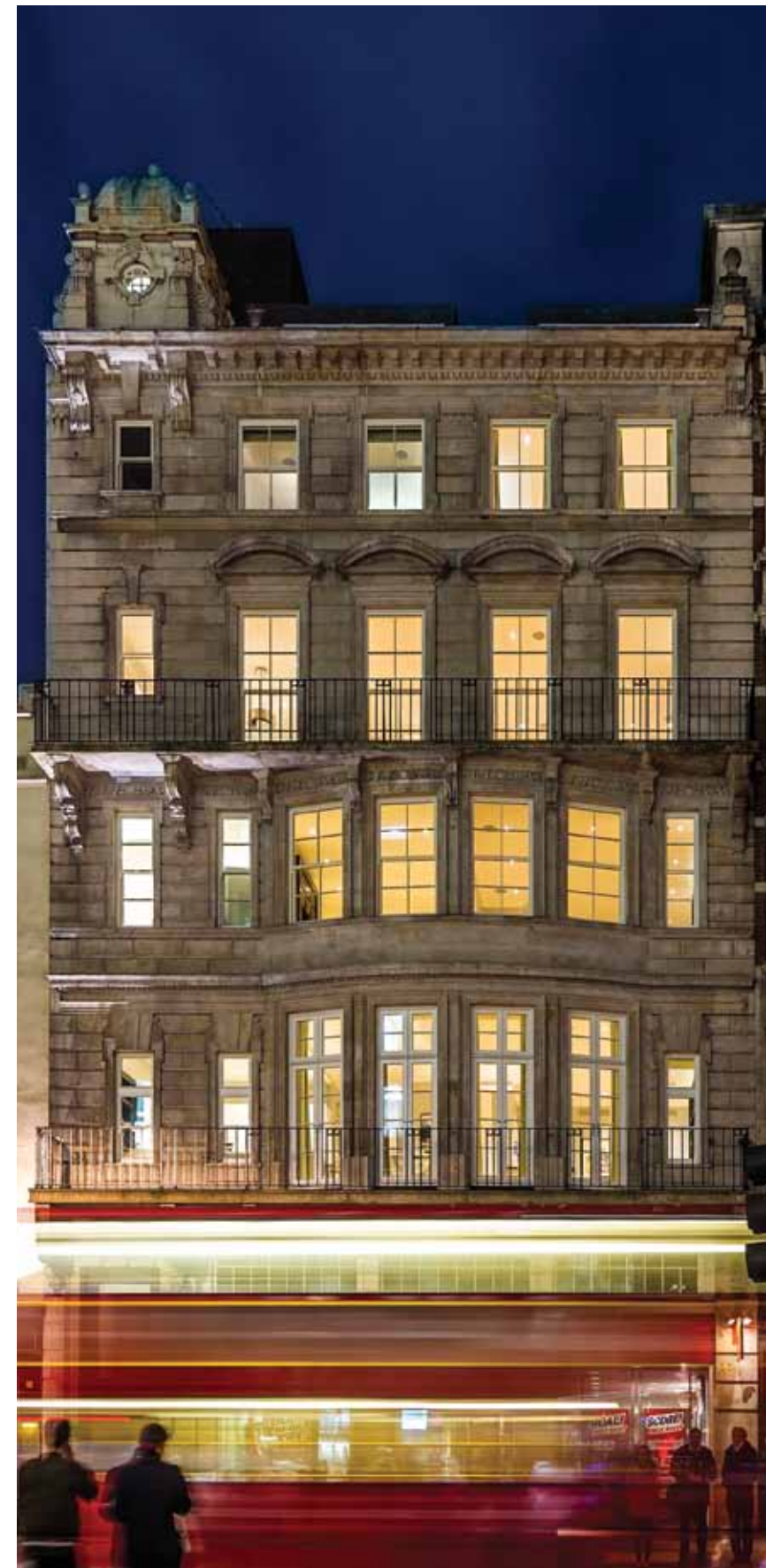


353 THE STRAND

COVENT GARDEN • WC2

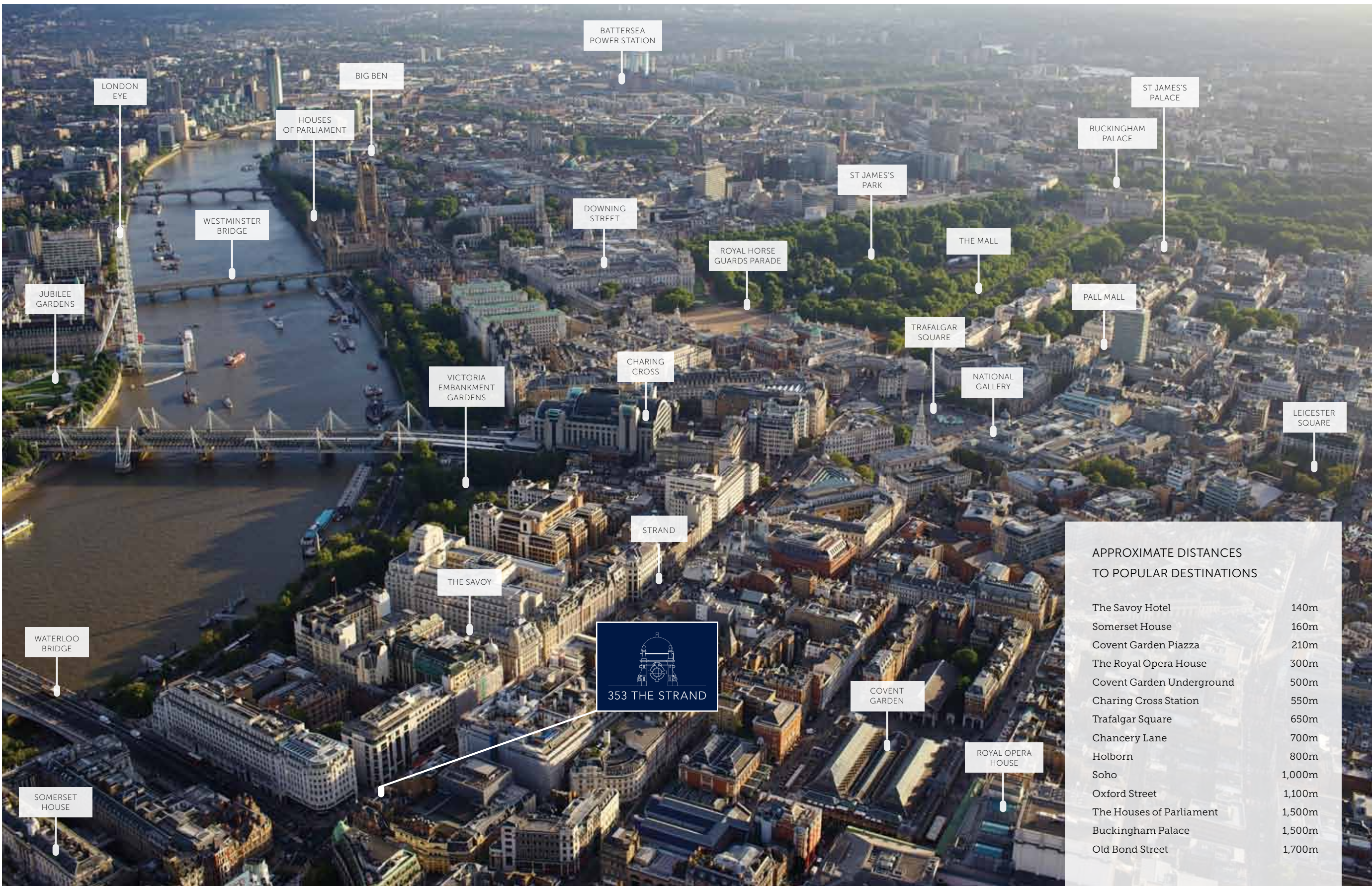


## INTRODUCTION

353 The Strand is a striking period property situated on the northeast corner of this world famous address. Four individually appointed apartments make up this boutique residence in London's Covent Garden. The property's stone façade echoes the beauty of the adjacent Somerset House and the luxurious interiors are designed with meticulous attention to detail.

Three lateral apartments grace the first, second and third floors, whilst a duplex penthouse occupies the fourth and fifth. All benefit from at least one balcony or roof terrace, as well as far reaching views down Lancaster Place towards the River Thames and the South Bank.






**LOCATION**

Located only a stone's throw from the Covent Garden Piazza, 353 The Strand is perfectly positioned for all that Central London has to offer.

Covent Garden, with its bustling Piazza, forms London's cultural heartland which is serviced by extensive transport links. The surrounding area has a diverse restaurant offering and unparalleled retailing. With the world famous Royal Opera House, thirteen historic theatres and an array of fine restaurants, this enclave of central London is a vibrant place to live.

With the West End on the door step and the entrance to the City of London just half a mile away, the Capital's principal business districts and educational campuses are all within convenient reach.

**APPROXIMATE DISTANCES TO POPULAR DESTINATIONS**

The Savoy Hotel	140m
Somerset House	160m
Covent Garden Piazza	210m
The Royal Opera House	300m
Covent Garden Underground	500m
Charing Cross Station	550m
Trafalgar Square	650m
Chancery Lane	700m
Holborn	800m
Soho	1,000m
Oxford Street	1,100m
The Houses of Parliament	1,500m
Buckingham Palace	1,500m
Old Bond Street	1,700m





# APARTMENT 1

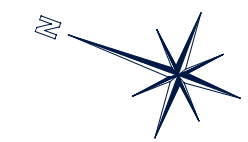
FIRST FLOOR

This three bedroom lateral apartment is located on the first floor of the building.

From the main reception hall, grand double doors sweep into the principal living and entertaining space, which runs across the full width of the building. A gently curving bay features four pairs of French doors, which lead out onto a large balcony, along with three further sash windows, which create a light and voluminous space.

Three double bedrooms, each with their own en-suite bath or shower rooms offer luxurious sleeping accommodation. Whilst the master and second bedroom both have access to a private 'secret' courtyard terrace and bespoke dressing rooms, the third bedroom or study has a curved sash window and beautifully finished handmade fitted wardrobes.

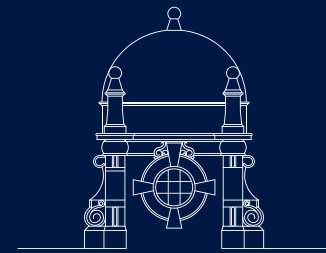
The apartment also features a guest cloakroom and separate utility room.



## APARTMENT 1

Approx. gross internal area	1,584.25 sq ft	147.2 sq m
Approx. gross external area	182.10 sq ft	17 sq m
<b>TOTAL approx. gross area</b>	<b>1766.32 sq ft</b>	<b>164 sq m</b>

Living Room / Dining Room	24'4" x 20'4"	7.43m x 6.20m
Kitchen	11'8" x 10'11"	3.57m x 3.34m
Master Bedroom	20'1" x 15'4"	6.12m x 4.67m
Bedroom 2	11'6" x 10'4"	3.53m x 3.15m
Bedroom 3 / Study	10'1" x 9'4"	3.07m x 2.85m



## APARTMENT 2 SECOND FLOOR

This two bedroom lateral apartment is located on the second floor of the building.

The apartment features a capacious 352 sq ft living and entertaining space, which is dual aspect and flooded with natural light. Whilst the gentle curve of the bay window provides a focus at one end of the room with views of The Thames, a pair of sash windows and glazed door gives way to a stunning terrace at the other.

The master bedroom benefits from a fully fitted dressing room and indulgent marble lined en-suite bathroom, whilst the second double bedroom has a beautifully finished en-suite shower room and an extensive range of bespoke wardrobes.

The apartment also features a guest cloakroom and separate utility room.



### APARTMENT 2

Approx. gross internal area	1,213.4 sq ft	112.7 sq m
Approx. gross external area	386.4 sq ft	36 sq m
<b>TOTAL approx. gross area</b>	<b>1599.8 sq ft</b>	<b>148.6 sq m</b>
Living Room / Dining Room	23'10" x 14'9"	7.27m x 4.51m
Kitchen	13'7" x 12'6"	4.15m x 3.83m
Master Bedroom	14'4" x 10'2"	4.27m x 3.10m
Bedroom 2	14'3" x 13'9"	4.34m x 4.21m



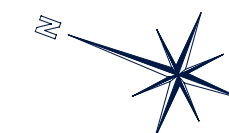
**APARTMENT 3**  
THIRD FLOOR

This three bedroom lateral apartment is located on the third floor of the building.

From the main reception hall, grand double doors sweep into the principal living space, which provides over 316 sq ft. Four pairs of full height sash windows lead onto the balcony, which runs across the full width of the building and the elevated position affords stunning views towards Somerset House, the River Thames and the South Bank.

There are two double bedrooms to the rear of the apartment, each featuring an en-suite bath or shower room and an extensive allocation of bespoke fitted wardrobes.

The apartment also features a guest cloakroom and separate utility room.

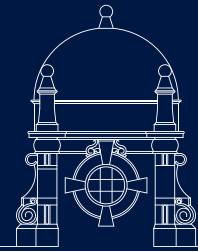


**APARTMENT 3**

Approx. gross internal area	1,184.5 sq ft	110.4 sq m
Approx. gross external area	112 sq ft	10.4 sq m
<b>TOTAL approx. gross area</b>	<b>1,296.5 sq ft</b>	<b>120.5 sq m</b>

Living Room / Dining Room	23'6" x 12'5"	7.17m x 3.8m
Kitchen	11'8" x 11'8"	3.57m x 3.57m
Master Bedroom	19'6" x 14'4"	5.94m x 4.37m
Bedroom 2	14'9" x 12'11"	4.51m x 3.94m

(Photographs of the bedroom and living room on this page are of the show apartments and are indicative only.)



## THE PENTHOUSE

FOURTH AND FIFTH FLOORS

The Penthouse is arranged over the fourth and fifth floors of the building and offers a luxurious living environment.

From the first steps into the magnificent entrance hall, the flawless interiors and impeccable attention to detail are unmistakable. The lower floor boasts an impressive master bedroom suite, featuring a large walk-in-wardrobe and an opulent en-suite bathroom, complete with a rejuvenating steam room. Two further double bedrooms, each with their own en-suite shower room, a generous allocation of bespoke fitted wardrobes, and a large and conveniently positioned utility room makes up the rest of this floor.

A sweeping glass and oak staircase leads you into the dual aspect living space, which features two large balconies affording far reaching views on the south side. The top floor of the penthouse apartment is exclusively dedicated to fine living, whether it be an afternoon of gentle relaxation or an evening of gregarious entertaining.

There is also a luxuriously appointed kitchen and a captivating guest cloakroom in the building's turret, which looks straight down The Strand towards Nelson's Column on Trafalgar Square.



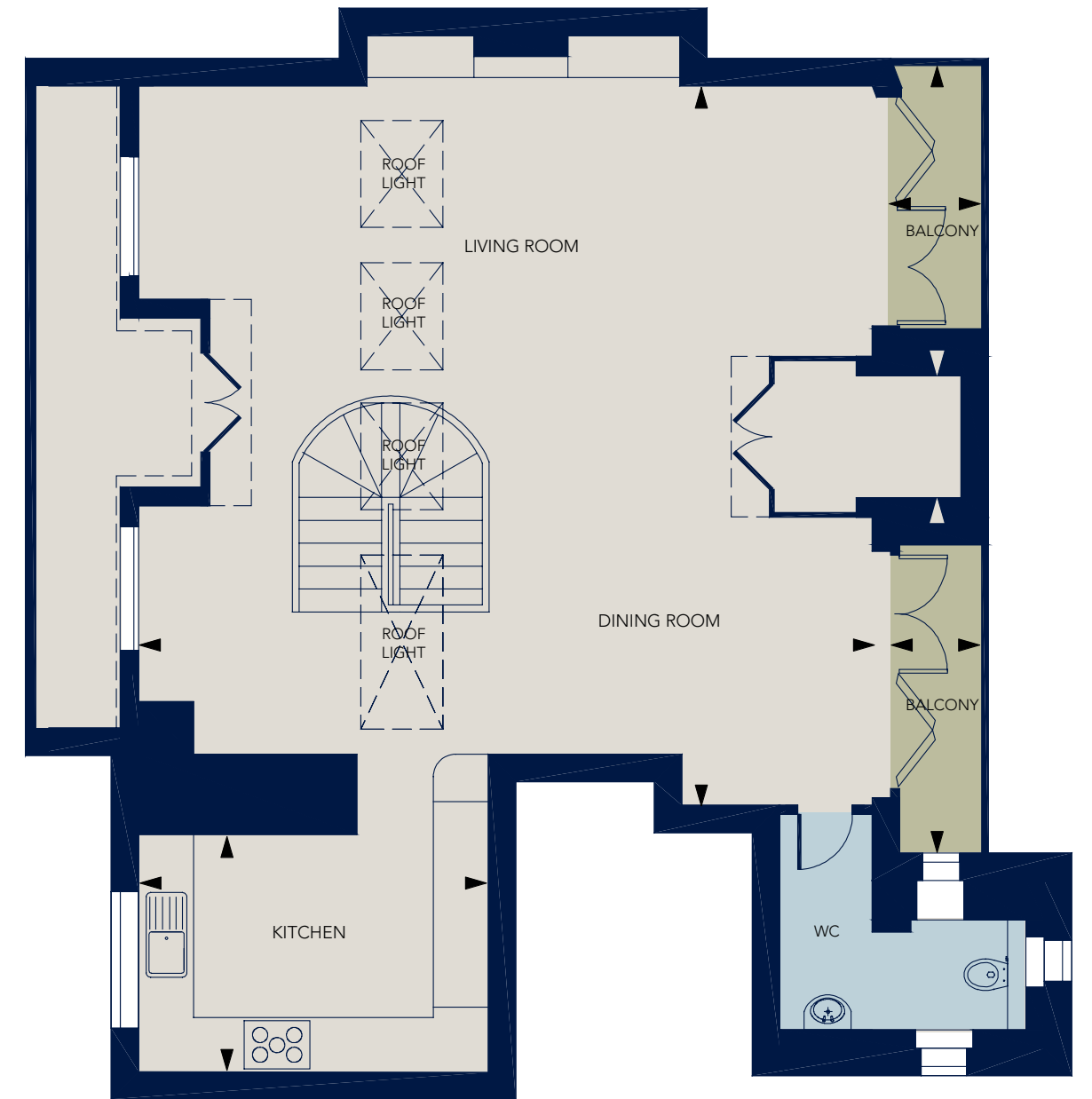


## THE PENTHOUSE

Approx. gross internal area	2,115.5 sq ft	196.5 sq m
Approx. gross external area	153 sq ft	14.1 sq m
<b>TOTAL approx. gross area</b>	<b>2,268.5 sq ft</b>	<b>210.6 sq m</b>

### LOWER FLOOR

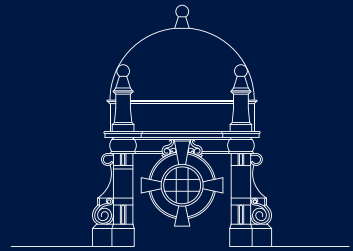
Master Bedroom	15'2" x 14'7"	4.62m x 4.46m
Bedroom 2	14'9" x 14'7"	4.50m x 4.46m
Bedroom 3	14'9" x 12'10"	4.51m x 3.93m



### UPPER FLOOR

Living Room / Dining Room	26'10" x 26'10"	7.97m x 7.97m
Kitchen	13'5" x 8'11"	4.10m x 2.72m





## SPECIFICATION



BRITANNIA DESIGNER COOKER HOOD



MASTER BATHROOM IN APARTMENT 2



CARRARA MARBLE ISLAND, WHITE SATIN LACQUER AND TERRA OAK HACKER SYSTEMAT ART KITCHEN WITH A RANGE OF SIEMENS INTEGRATED APPLIANCES



COMMUNAL STAIRCASE



TRIPLE GLAZED CERTIFIED ACOUSTIC PERFORMANCE WINDOWS



LEFROY BROOKS TAPS IN MASTER BATHROOMS



WALK IN STEAM ROOM (PENTHOUSE MASTER BATHROOM)



RAKO INTELLIGENT LIGHTING



BLANCO SINK, KWC MIXER TAP AND QUOOKER PRO3 MODERN BOILING WATER TAP

### RECEPTION ROOM

- Wide plank smoked oak floor
- Bespoke joinery
- Recessed ceiling speakers with Bowers and Wilkins surround sound

### KITCHENS

- Wide plank smoked oak floor
- Hacker Systemat ART antique white satin lacquer and terra oak kitchens
- Carrara Marble on all feature islands
- Diamond White Composite Stone worktops
- Glazed toughened glass splash backs
- A range of Siemens integrated appliances including a self-cleaning oven, combination microwave, induction hob, fridge/freezer and dishwasher

- Britannia designer cooker hood
- Blanco Subline sink with KWC Livello mixer tap and Insinkerator Evolution 200 waste disposal
- Quooker Pro3 modern boiling water tap

### BEDROOMS

- Luxurious 100% velvet wool carpet
- Bespoke fully fitted wardrobes with hanging space, drawers, storage and shelving

### UTILITY ROOM

- Hacker engineered utility furniture with laminate worktops
- Siemens washing machine and condenser tumble dryer

### BATHROOMS, SHOWER ROOMS & CLOAKROOMS

- The master bathrooms each feature individually selected marble
- Lefroy Brooks taps in master bathrooms
- Fusioni ribbed tiles to remaining en-suite bathrooms
- Villeroy & Boch sanitary ware
- Polished chrome heated towel rails
- Bespoke built-in mirrored cupboards with feature lighting
- Hansgrohe rain dance shower and iridescent mosaic tiles in steam room (Penthouse only)
- Underfloor heating

### GENERAL

- Pocket sliding doors with polished stainless steel ironmongery
- BPT Nova colour video entry security system with audio master call station
- Bicycle storage for each apartment
- Newly installed triple glazed certified acoustic performance windows
- Bespoke Maranti hardwood trellis
- Yorkstone paving to terraces

### LIGHTING AND ELECTRICAL

- RAKO intelligent lighting throughout
- Low energy use LED recessed down lights
- 5 amp sockets strategically located allowing for free standing lamps to be connected and integrated into the lighting control system

### AIR-CONDITIONING AND HEATING

- Full specification Mitsubishi VRF air heating and cooling system with wireless remote controls in all rooms
- Dust pollen filtration system
- Concealed ducted compact units
- High efficiency inverter driven for energy reduction

### PLUMBING

- Mega flow pressurised water system
- High efficiency condensing boiler

### SECURITY

- BPT Nova video intercom security system with colour video entry security panels
- Approved Banham locks
- Texecom security alarm system
- Motion sensors to all principal areas

### AUDIO VISUAL

- Bowers and Wilkins surround sound in the living room with recessed ceiling speakers
- Panasonic 50 inch Plasma TV in the living room
- Cabling including Cat5E and Cat6 from centralised hub to multi-media plates within all reception rooms and bedrooms
- Bedrooms pre-wired for recessed ceiling speakers
- Pre wired for speakers and in wall touch panels in all apartments
- Master Sky and digital terrestrial antennae distribution to each apartment
- Pre wired for high definition signal distribution

### PENTHOUSE EXTRAS

- Multi room Control4 audio visual system
- High definition distribution of video signals
- Fully wired and wireless networked broadband
- Installed surround sound system in living room
- iPad controlled
- 19 inch waterproof Aquavision television in master bathroom
- Panasonic 50 inch Smart VIERA Plasma TV in the living room
- Panasonic 42 inch Smart VIERA Plasma TV in the master bedroom
- Bowers and Wilkins in ceiling speakers in master bedroom, master bathroom and pre wired for dressing room, bedroom 2, bedroom 3, en-suite bathrooms, kitchen and dining area

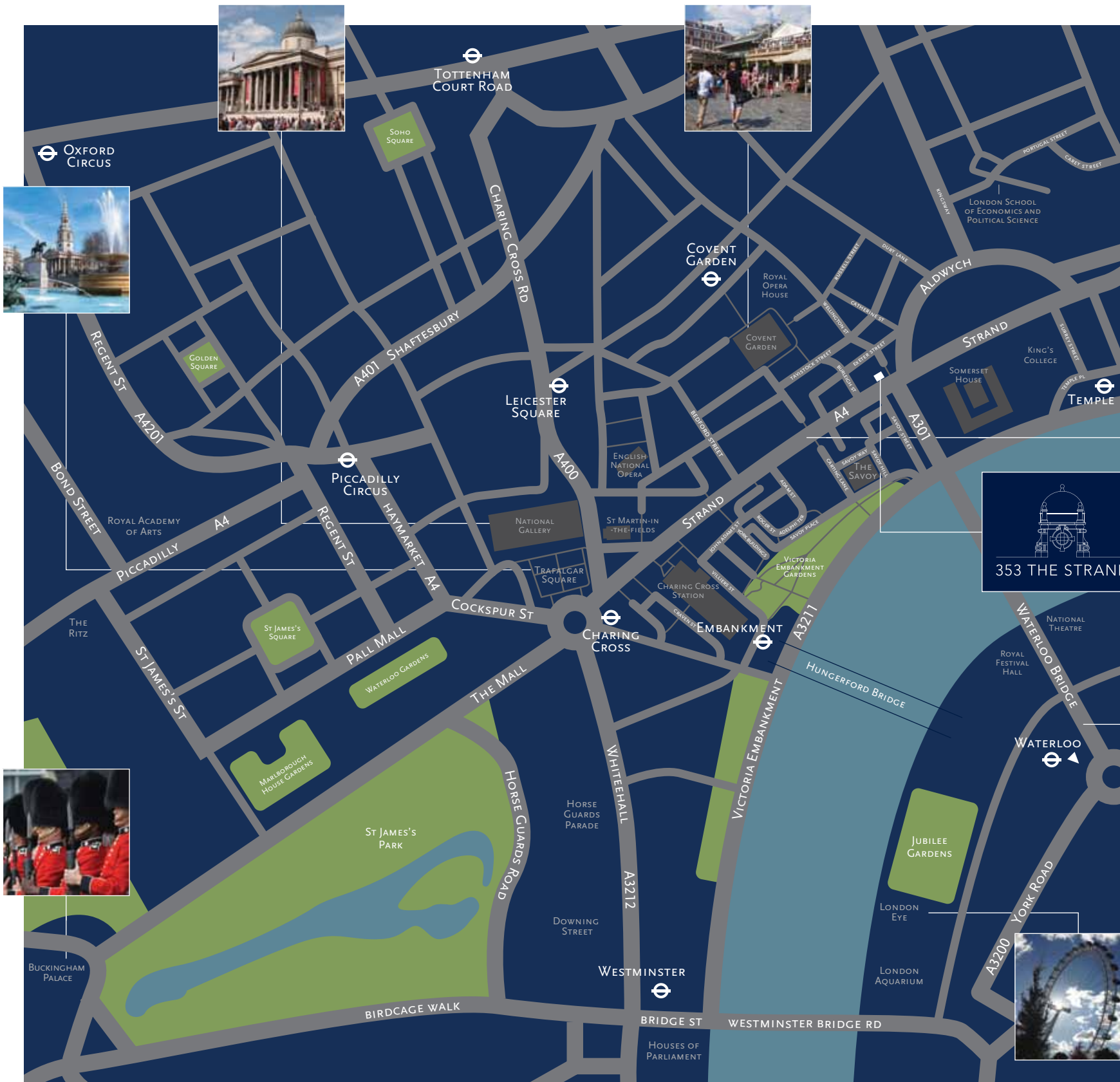
### UPGRADES

There are a number of bespoke packages available by separate arrangement. The packages have been individually tailored for each unique apartment. Further details are available upon request.

- Full audio visual upgrade
- Interior furnishing
- Art by Quantum Contemporary Art

### PARKING

Car parking is available at the Savoy Adelphi Garage and is available by separate arrangement with the management at The Savoy.



VIEW OF THE STRAND AND NELSON'S COLUMN FROM THE BALCONY OF APARTMENT ONE



VIEW OF WATERLOO BRIDGE FROM 353 THE STRAND



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Please note: These particulars are not considered to be a formal offer and are only intended to provide an overview of the properties at 353 The Strand. Although every care has been taken in the preparation of this brochure, it cannot be taken as a statement or representation of fact. Total areas provided are gross and calculated using the RICS measuring practice. Floor plans are not to scale. Any areas, measurements or distances are approximate. The text, photographs and plans are for guidance only and are not necessarily comprehensive. "353 The Strand" is a marketing name, and the actual address of the property is 353 Strand. For further information regarding the commercial unit on the ground floor, please contact the selling agents. November 2013.



[WWW.353THESTRAND.COM](http://WWW.353THESTRAND.COM)