

CRAFTING

FRROW

THE

THE HEAL'S BUILDING

FITZROVIA W1

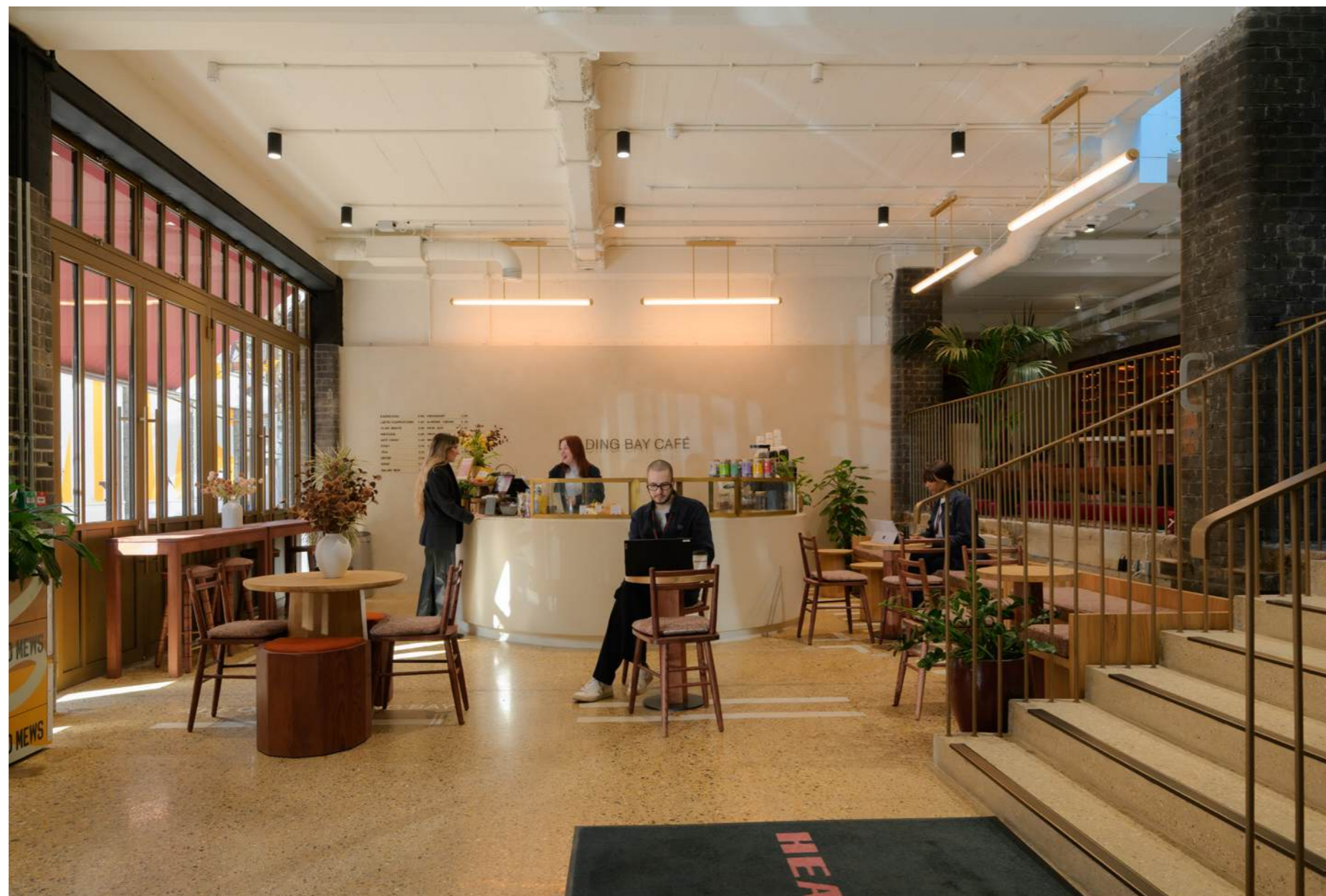
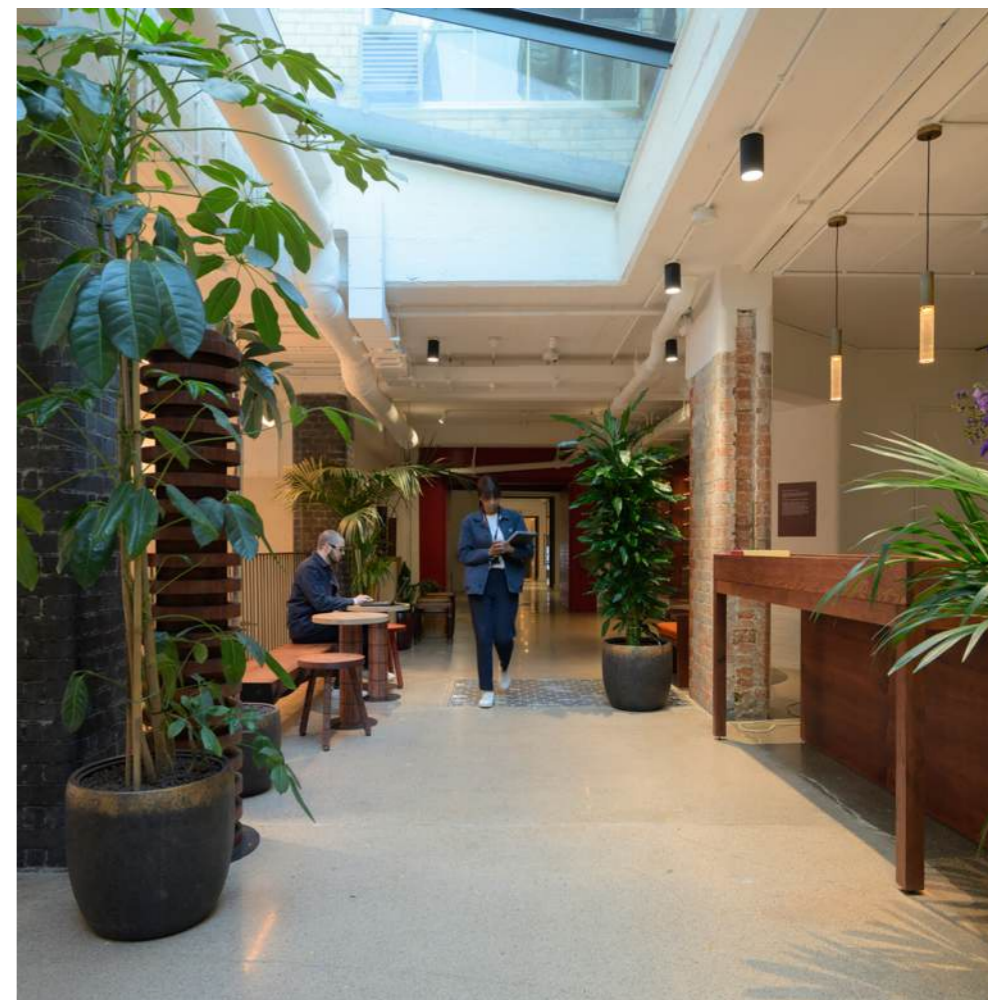
WVO

PARK OFF TOMO

A PLACE TO INSPIRE

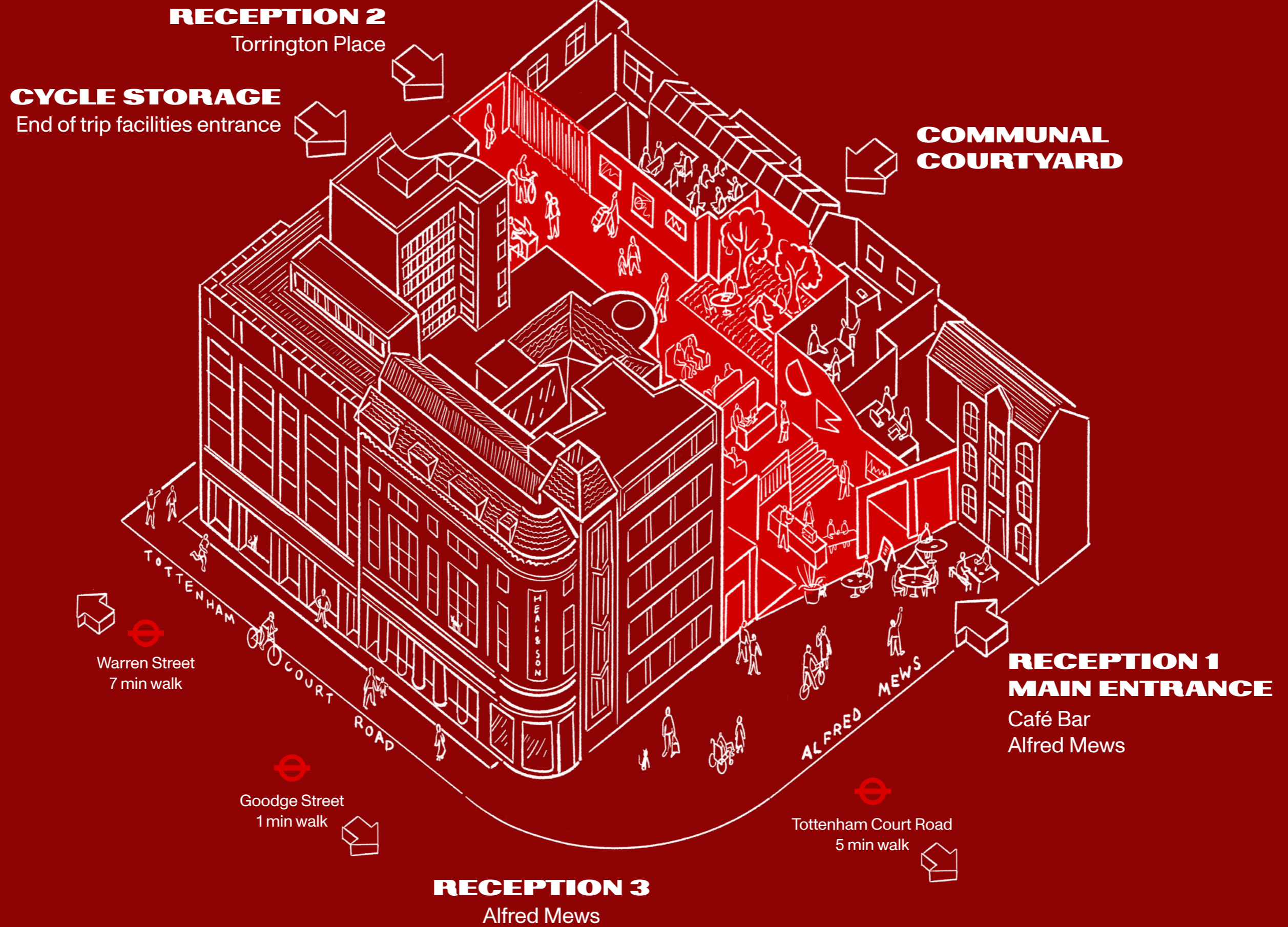
For over 200 years, The Heal's Building has been a hub for British design and creativity. Today, it has been reimagined as a 200,000 sq ft destination for contemporary brands shaping what comes next.

Blending heritage character with a modern, hospitality-inspired offer, it provides a rich ecosystem of shared spaces - from a café bar and private landscaped courtyard to a communal club lounge, and dedicated cycle facilities - designed for connection, culture and experience.



The 200-year-old dispatch area for Heal's has been repurposed into a new reception and cafe

A COLLECTION OF DISTINCTIVE BUILDINGS



SELECTED HIGHLIGHTS



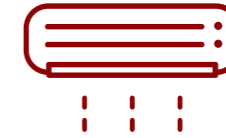
CAFÉ

Reception area with café bar



ENTRANCE

Self-contained entrance opportunity for **Unit 1**



REFURBISHED

CAT A+ Suite available on **Part 1st Floor**



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



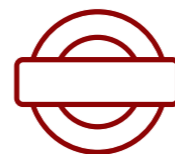
EFFICIENT

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



COURTYARD

Landscaped communal courtyard



CONNECTED

1 minute to Goodge Street and 5 minutes to Elizabeth Line at Tottenham Court Road



LOCAL AMENITY

Surrounded by an unmatched retail, leisure and hospitality offering.

AVAILABILITY TABLE

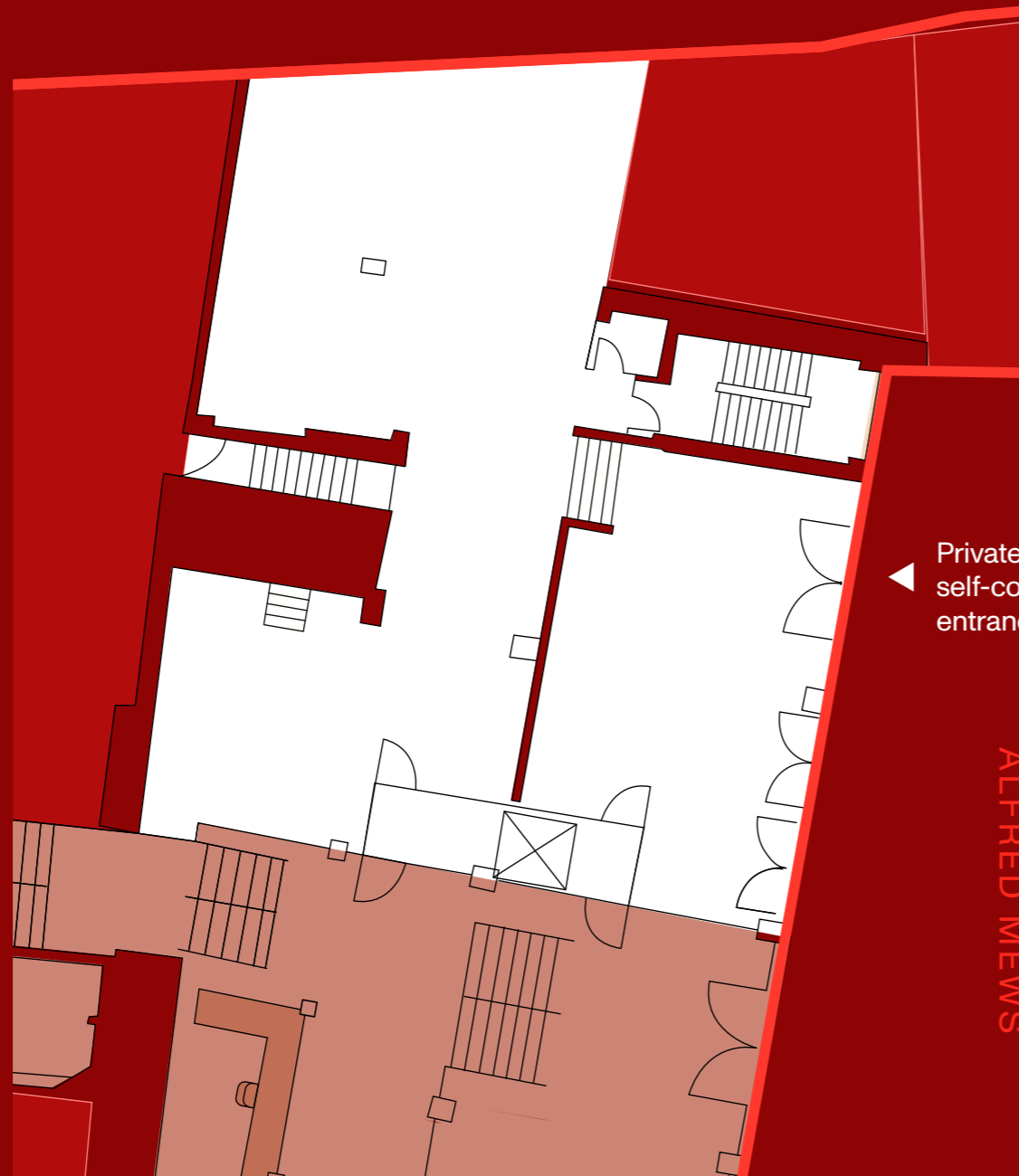
UNIT	FLOOR	SQ FT	SQ M	CONDITION
1	G	2,158	201	Shell
	LG	2,197	204	Shell
	Total	4,355	405	
2	G	1,372	128	Shell
	LG	3,588	333	Shell
	Total	4,960	461	
PART FIRST FLOOR	1	3,290	306	CAT A+

All areas subject to final measurement on completion of refurbishment works

UNIT 1

Areas

	sq ft	sq m
G	2,158	201
LG	2,197	204
Total	4,355	405



Private self-contained entrance

ALFRED MEWS

Ground



Lower Ground

- Demise
- Reception
- Common parts



NORTH

0.0 4.0m 8.0m 12.0m 16.0m 20.0m



Graphical Scale 1:200

UNIT ONE



Unit 1 Ground Floor self-contained entrance CGI. A one of a kind blank canvas opportunity for an experience-led occupier

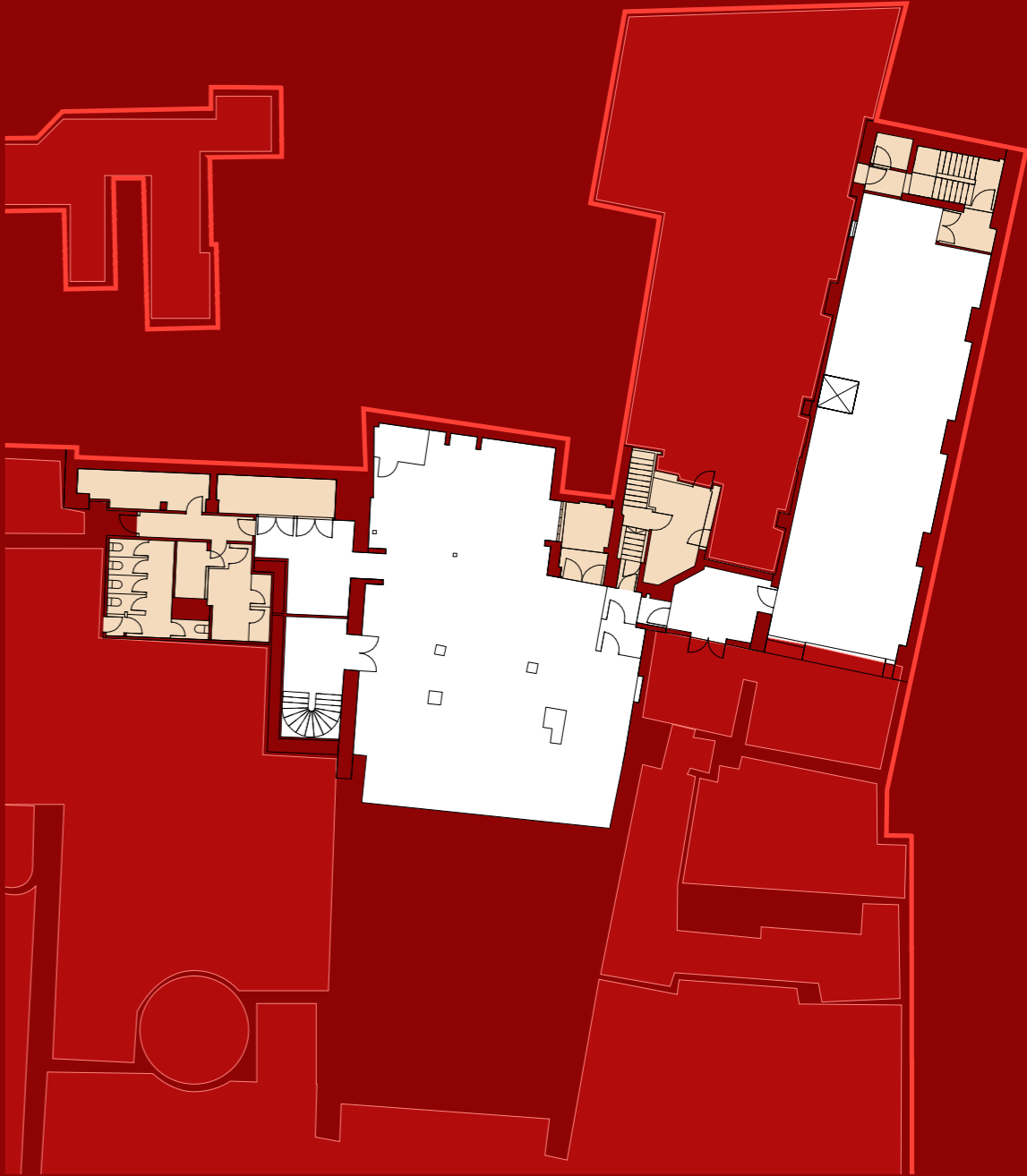
UNIT 2

Lower Ground Floor

	sq ft	sq m
G	1,372	128
LG	3,558	333
Total	4,960	461

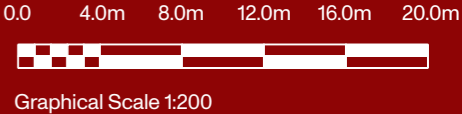


Ground



Lower Ground

- Demise
- Common parts
- Reception
- Courtyard
- Coworking





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

PART FIRST FLOOR

1st Floor

3,290 sq ft / 306 sq m



- Demise
- Common parts



NORTH

0.0 4.0m 8.0m 12.0m 16.0m 20.0m



Graphical Scale 1:200

PART FIRST FLOOR

1st Floor

3,290 sq ft / 306 sq m

Desks	30
Collab Areas	2
Meeting Rooms	1
Call Booths	1
Teapoints	1
Breakout	3



- Demise
- Common parts



NORTH

0.0 4.0m 8.0m 12.0m 16.0m 20.0m



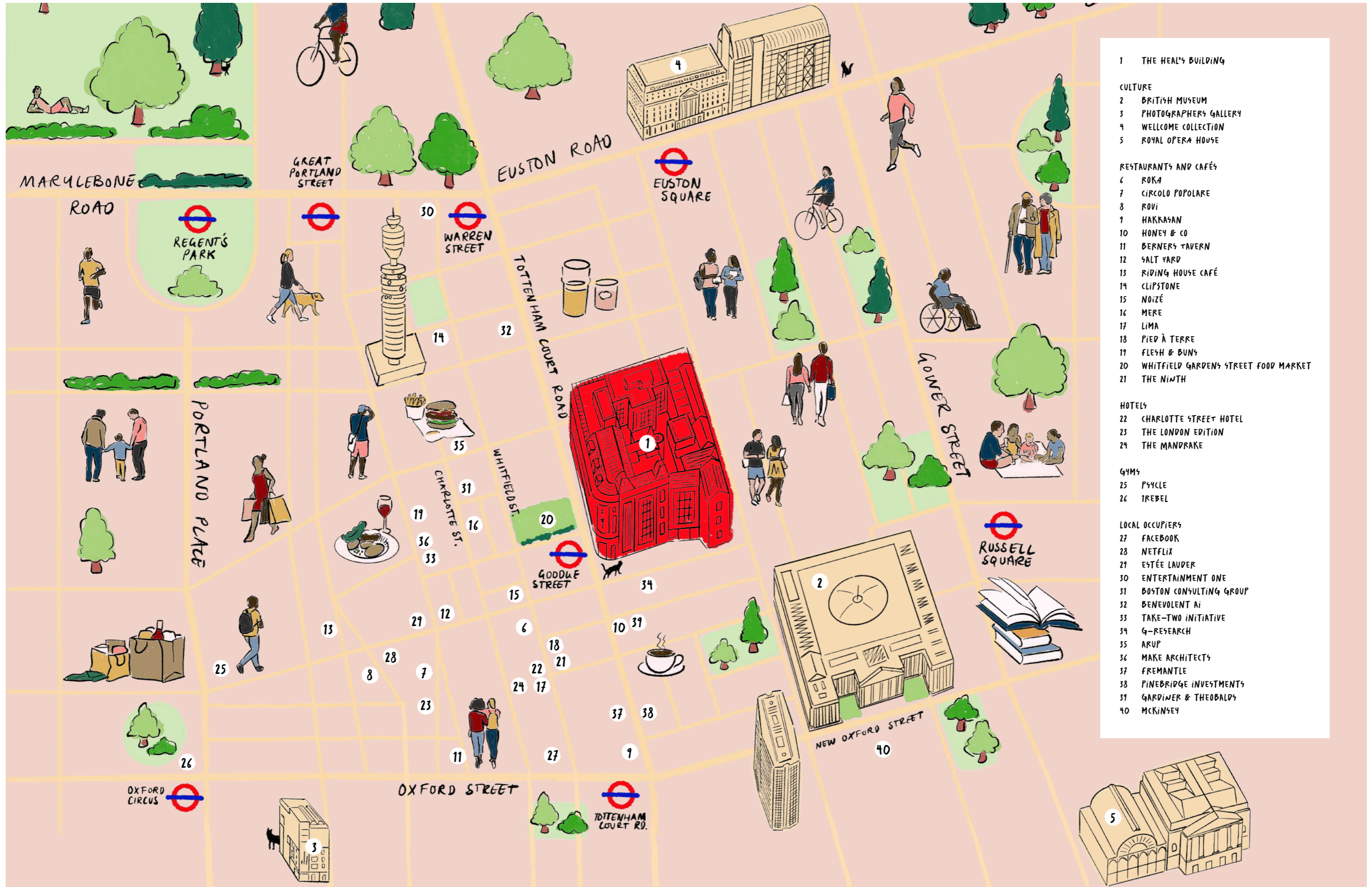
Graphical Scale 1:200

PART FIRST FLOOR



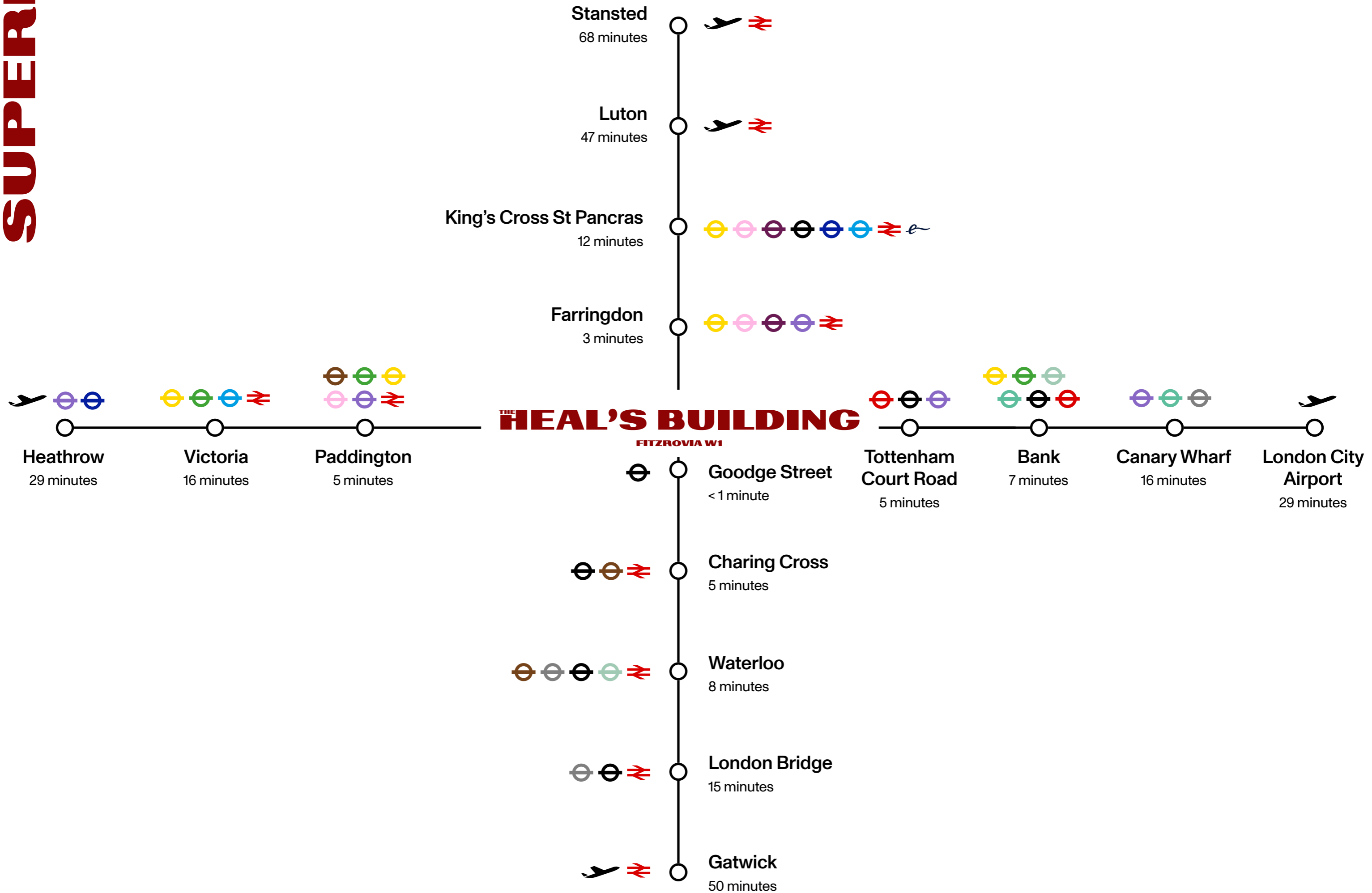
Part First Floor CGIs for indicative purposes

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 TREBEL
- 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



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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.

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