98 BAKER STREET

a development by

SELECT GROUP

A VIBRANT VILLAGE IN THE HEART OF LONDON

Located in the heart of Marylebone, within the City of Westminster, Baker Street is ideally located in one of London's most unique and atmospheric residential districts. Marylebone has all the distinctive flavours of a quaint, modern village, surrounded by pedestrian streets, glorious greenery, boutique stores and craft eateries. It conjures the magic of suburban life, all the while being located mere minutes from Oxford Street, the world's largest high street, offering 1.5 miles of unrivalled shopping.

Marylebone has emerged as a vibrant and trendy location, nestled away from the hustle and bustle of the daily city rush. It offers a truly unique experience, combining the relaxed pace and serenity of village life, with an address in the heart of Central London. Its location sets it apart, position between two of London's most prestigious Royal Parks, with Regent's Park to the north and Hyde Park to the south, offering residents the chance to immerse themselves in the spacious surrounds of some of the world's most popular public spaces.

THE STORY OF BAKER STREET

Named after builder William Baker, Baker Street originated in the 8th Century as an affluent area within the Borough of Westminster. The area originally consisted of luxury housing for wealthy residents and developed a reputation as being one of the swankiest and trendiest residential districts within London. The street itself is over 1.5 km long and connects Marylebone to Oxford Street, making it one of the main arteries within the West End. The area surrounding Baker Street is home to some of the most desirable entertainment and hospitality venues throughout London as a whole. World renowned eateries such as Chiltern Firehouse, Fischers and Nobu are within mere walking distance of 98 Baker Street.

Baker Street is steeped in history and culture which makes it an instantly recognisable location. It is, of course, the homeplace of one of the world's most prominent detectives Sherlock Holmes and it was the birthplace of Madame Tussauds famous wax museum. Baker Street Underground station is the oldest underground station in the world, the movie, 'The Bank Job' was inspired by a real life 1970s heist in the area, and it has even been the focus of multiple songs and poems over the years.

BAKER ST.
MARBLE ARCH
MARYLEBONE
REGENT'S PARK
THE BT TOWER
BOND ST.
OXFORD CIRCUS
MAYFAIR
THE CITY
THE SHARD
LEICESTER SQUARE
LONDON EYE
ST. JAMES PARK
BIG BEN
BUCKINGHAM PALACE
HYDE PARK

LOCATION MAP

LONDON UNDERGROUND

Baker St. Station - 4 min. walk
- Bakerloo Line
- Circle Line
- Hammersmith & City Line
- Jubilee Line
- Metropolitan Line

Marylebone Station - 9 min. walk
- Bakerloo Line

Bond St. Station - 12 min. walk
- Central Line
- Jubilee Line
- Crossrail

Paddington Station - 15 min. walk
- Bakerloo Line
- Circle Line
- Hammersmith & City Line
- District Line
- Crossrail

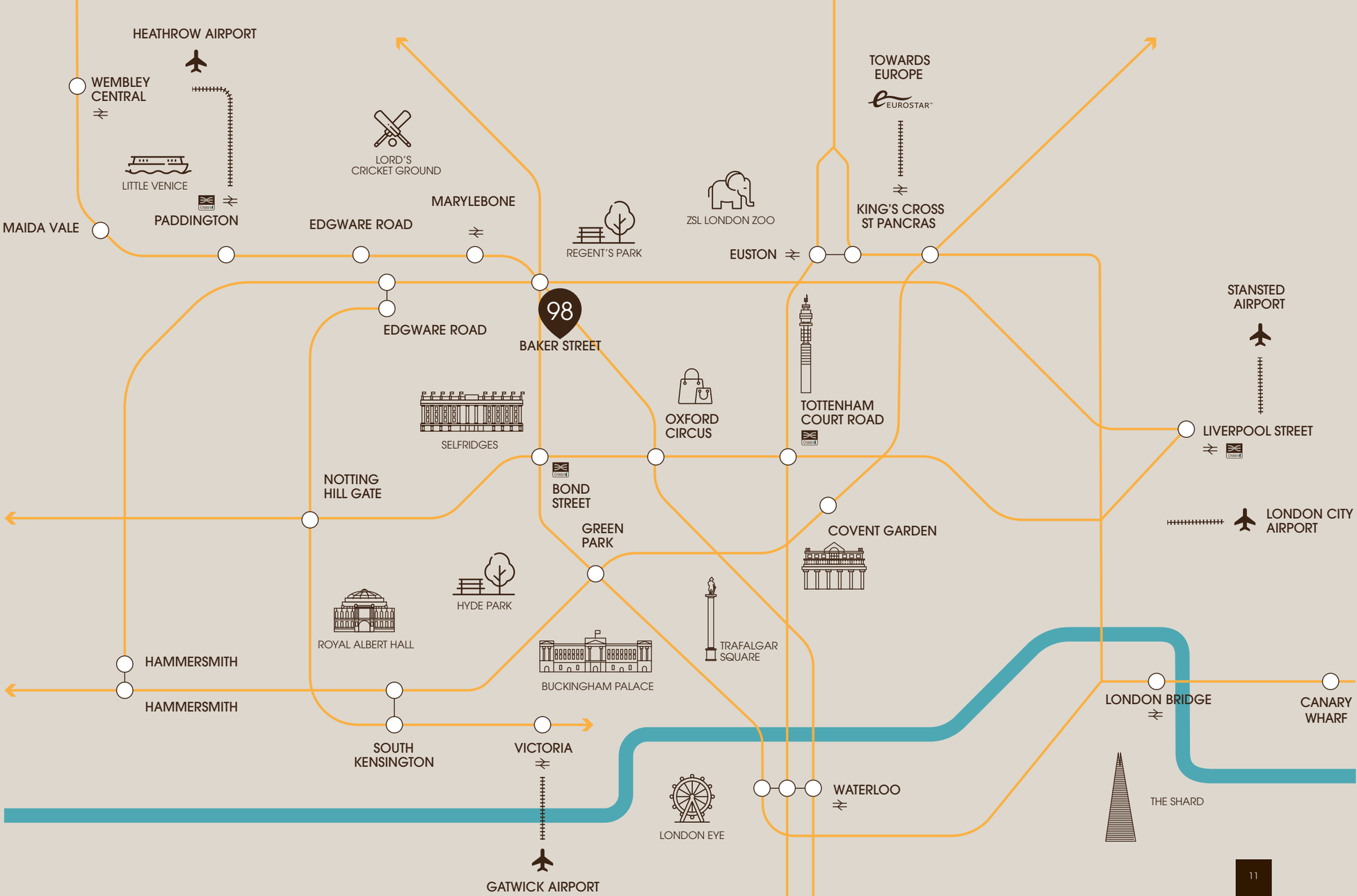
LONDON RAILWAY

Marylebone Station - 9 min. walk
Paddington Station - 15 min. walk

TRANSPORT LINKS

UNDERGROUND TRAVEL TIMES FROM BAKER STREET STATION	
Bond Street	3 mins
Canary Wharf	20 mins
Charing Cross	7 mins
Covent Garden	15 mins
Euston	7 mins
Green Park	8 mins
Hammersmith	23 mins
Hyde Park Corner	13 mins
King's Cross	7 mins
Leicester Square	10 mins
Liverpool Street	15 mins
London Bridge	13 mins
Maida Vale	8 mins
Marylebone	3 mins
Notting Hill Gate	11 mins
Oxford Circus	4 mins
Paddington	5 mins
South Kensington	21 mins
Tottenham Court Road	15 mins
Victoria Station	12 mins
Waterloo Station	11 mins
Wembley Central	27 mins
Westminster	7 mins

AIRPORT TRAVEL TIMES FROM HIGHLIGHTED STATIONS	
Gatwick Airport	50 mins
Heathrow Airport	47 mins
London City Airport	41 mins
Stansted Airport	70 mins



MAGICAL MARYLEBONE

Marylebone can stand alone with a multitude of world class eateries, such as Locanda Locatelli, Chiltern Firehouse and Nobu, as well as being home to the finest artisanal suppliers with the likes of The Ginger Pig, La Fromagerie and Philglas & Swiggo wine merchant. It is also home to a myriad of high-end boutique stores including Bimba y Lola, Joseph and Maje. Yet its location in Central London means Mayfair, Regent Street, Soho and Camden are all within its immediate vicinity, therefore marking it out as one of the most desirable and well-placed addresses in the capital.

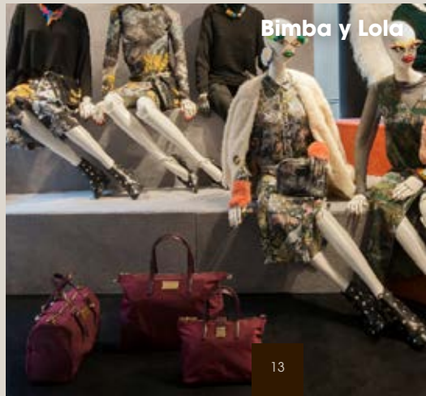
Chiltern Firehouse

Locanda Locatelli

Nobu

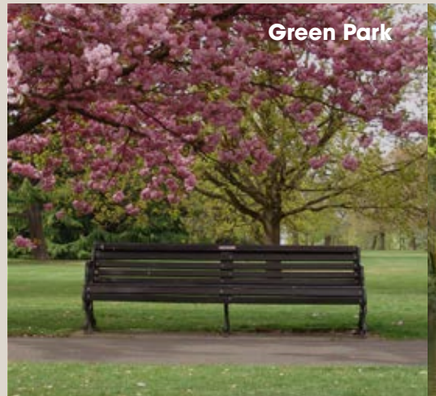
La Fromagerie

Maje


Bimba y Lola

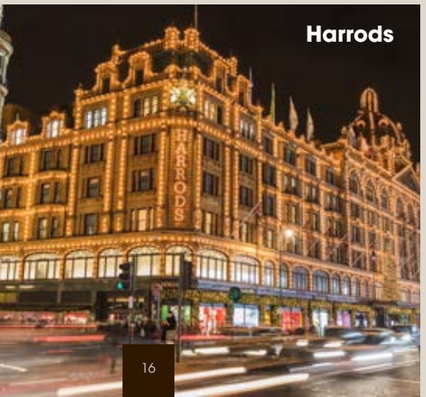
SUBURBAN SERENITY

Baker Street offers its residents an opportunity to revel in city living like no other. Immersed in a part of London surrounded by an array of spacious and spectacular parks, it creates an oasis of calm amidst the hustle and bustle of London city living. Baker Street benefits from an unrivalled ease of access to some of the world's most famous parks including two of the famed Royal Parks - Regent's Park and Hyde Park, which are filled with luscious greenery and glorious foliage all year round.



LONDON LIFESTYLE

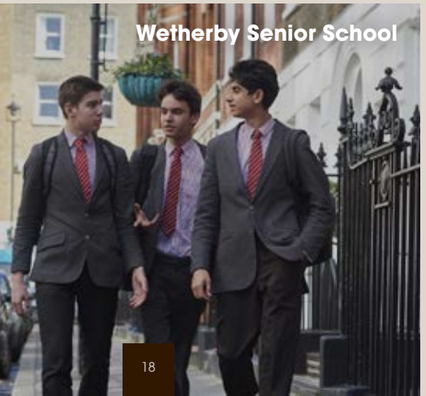
For all its allure as a suburban oasis of calmness, Baker Street is a village within a sprawling city. London is an iconic city that needs no introduction. Boasting a plethora of landmarks and attractions to keep residents entertained, regardless of their personal interests. Appealing to historical and architectural savants, arts and culture aficionados as well as those with a taste for luxury and designer shopping, an address on Baker Street places you within touching distance of the most popular destinations.



EDUCATIONAL INSTITUTIONS

London is globally renowned for its stellar educational institutions. An address on Baker Street gives residents immediate access to an extensive range of institutions from nurseries and primary schools through to higher education at colleges and world-class universities. The Marylebone district is home to numerous primary and secondary schools classified by Ofsted as "Outstanding" including St Vincent's Catholic Primary School, Wetherby Senior School and The St Marylebone CE School.

It also offers numerous non-denominational and international schools such as St Mary's Branston Square CofE School, the International Community School - which is rated in the top 20% of all UK schools and The Sylvia Young Theatre School. It is also on the doorstep of renowned universities such as the University of Westminster, Regent's University, University College London and University of London.



ELEGANT & PRISTINE PENTHOUSE

PRIVATE ROOFTOP SAUNA

LUXURIOUS EATON SQUARE CARPETED BEDROOMS

ILLUMINATING FLOOR TO CEILING WINDOWS

LAVISH BEDROOM SPACES

MAGNIFICENTLY ENGINEERED CHEVRON OAK FLOORING

SENSUAL UNDERFLOOR HEATING

BESPOKE WALK-IN WARDROBE

CONTEMPORARY FINISHES THROUGHOUT

SPECIFICATION

COMMON PARTS & AMENITIES

- Welcoming entrance hall with feature pendant lighting and marble flooring.
- Individual post boxes for each apartment located in entrance hallway.
- CCTV unit connected throughout the building common areas.
- Tasteful lighting throughout all building common areas.
- Convenient lift access to all apartments.
- Secure cycle storage.

GENERAL APARTMENT DETAILS & FINISHES

- Warming Chevron pattern engineered oak flooring in kitchen and principal living areas.
- Eaton Square mulberry stone carpet or similar with high quality underlay in the bedrooms.
- Subtle off-white wall paint with painted wood skirting throughout the living spaces.
- Bespoke fitted wardrobes with integrated LED lighting to all bedrooms.
- Apartments fitted with beautiful heritage floor to ceiling arched windows that pay homage to authentic 18th Century London architecture.
- Penthouse fitted with glorious skylight & rooftop solarium.

KITCHENS

- Contemporary Snaidero Italian kitchens. Handleless cabinets with soft closing mechanism and concealed pelmet lighting.
- Stylishly integrated Miele or similar technological appliances.
- Polished quartz stone worktops and backsplashes.
- Stained oak/matt lacquer units with quartz stone islands.
- Dornbracht branded or similar stainless-steel sinks.
- Deck mounted Dornbracht Tara tap or similar in ornate brushed brass finish.
- Contemporary Buster & Punch or similar brass power sockets & switches.

BATHROOMS / ENSUITES

- Neutral palette porcelain tiled walls and floors.
- Elegant Gessi branded fittings or similar.
- Luxurious designer sanitary ware, wall hung WC with concealed cistern and flush plate.
- Efficiently heated towel rails.
- Quartz stone wash basin and countertops.
- Tiled feature backsplash behind the vanity area.
- Backlit mirrored vanity cupboard with subtly located shaver sockets and demister pads.
- Walk-in shower area with frameless glass screen. Fixed shower head with separate hand held shower fitment and bath mixer in brushed brass finish.
- Gessi branded bath with overhead shower fitting in bathrooms without walk-in shower.

LIGHTING

- Programmable mood lighting with scene set function in all apartments.
- Low voltage LED luminaries in all bedrooms and bathrooms.
- Feature concealed lighting in selected locations.
- Private terraces with external lighting to select apartments.

TECHNICAL FEATURES

- All apartments are ELV and smart home enabled.
- All apartments are control access enabled.
- Advanced heating & cooling system that can be controlled and accessed via mobile app.
- Efficient wet system underfloor heating in all living spaces, kitchens and bedrooms.
- Modern electric mat underfloor heating in bathrooms and ensuites.
- Finely attuned heating and cooling systems provided by concealed units in each apartment.
- Data to all principal rooms and at each TV station for seamless streaming to smart TVs.
- Internationally accessible satellite dish installed to provide streaming for European and Middle Eastern channels.
- Full Cat 6 structured cabling and wireless access points for high-speed internet access.
- Full plate frameless Buster & Punch or similar metal switches and sockets.
- Each apartment is fitted with state-of-the-art fire alarms.
- Innovative A/V connections to provide easy access to all electronic devices at your fingertips.
- WiFi speed upto 630Mbps.

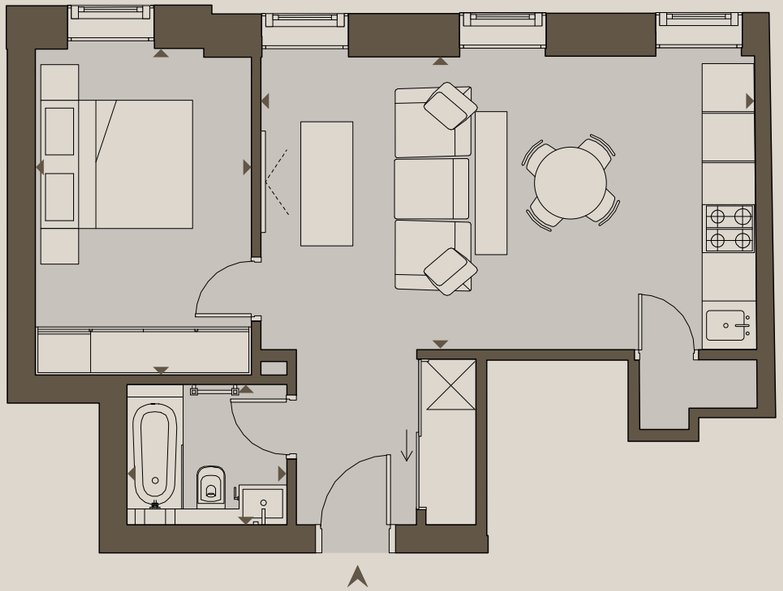
* All renders are reflective of design and layout, maybe subject to change depending on site conditions and may be subject to change.
** Specifications are correct as time of printing and may be subject to change as project develops.

TAX & AUTHORITY INFORMATION

Council Tax Band	Local Authority	Tenure
1	Westminster City Council	999 year leasehold

FLAT 01

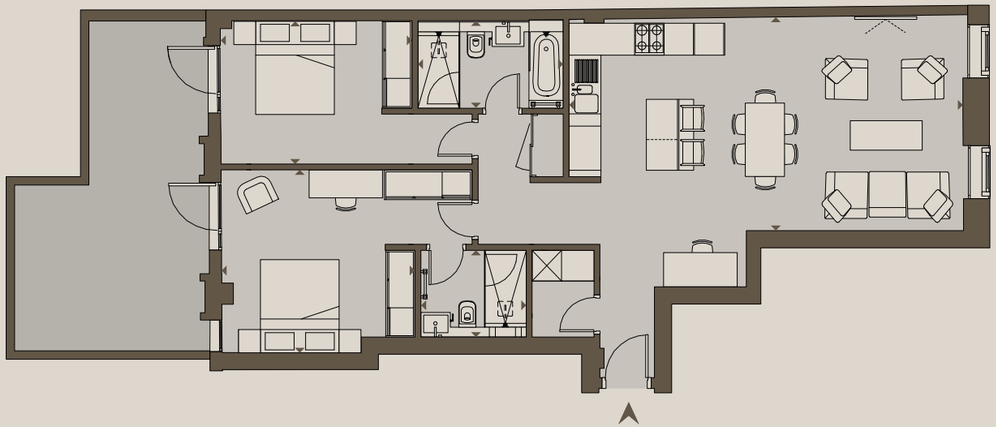
1 BEDROOM



ACCOMMODATION

Living, Dining & Kitchen	4.78m x 6.17m	15.7ft x 20.2ft
Bedroom	4.19m x 2.70m	13.7ft x 8.9ft
Bathroom	1.76m x 2.00m	5.8ft x 6.6ft
Total Internal Area	**44.8 sq.m.**	**482 sq.ft.**

Drawings are provided by our consultants. All dimensions, features and amenities are approximate at time of printing. Actual area may vary from stated area. Drawings not to scale E & OE. The developer reserves the right to make revisions to the floor plans and any features, materials and dimensions mentioned without further notice.



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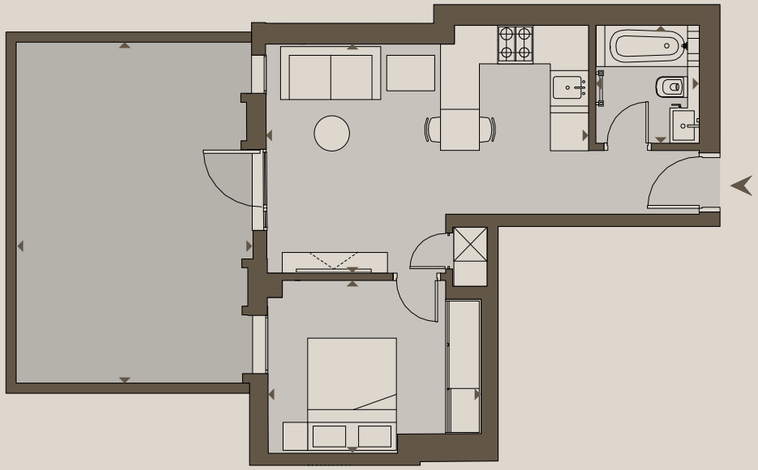
ACCOMMODATION

Living, Dining & Kitchen	8.14m x 4.37m	26.7ft x 14.3ft
Master Bedroom	5.12m x 3.73m	16.8ft x 12.2ft
Ensuite	2.15m x 1.77m	7.1ft x 5.8ft
Bedroom	5.12m x 2.89m	16.8ft x 9.5ft
Bathroom	2.97m x 1.76m	9.7ft x 5.8ft
Total Internal Area	**88.4 sq.m.**	**952 sq.ft.**
Total Terrace Area	**22.8 sq.m.**	**245 sq.ft.**

FLAT O3

1 BEDROOM



ACCOMMODATION

Living, Dining & Kitchen	3.01m x 3.89m	9.8ft x 12.7ft
Bedroom	3.59m x 2.90m	11.8ft x 9.5ft
Bathroom	1.76m x 2.00m	5.7ft x 6.6ft
Total Internal Area	**36.6 sq.m.**	**394 sq.ft.**
Total Terrace Area	**23.9 sq.m.**	**257 sq.ft.**

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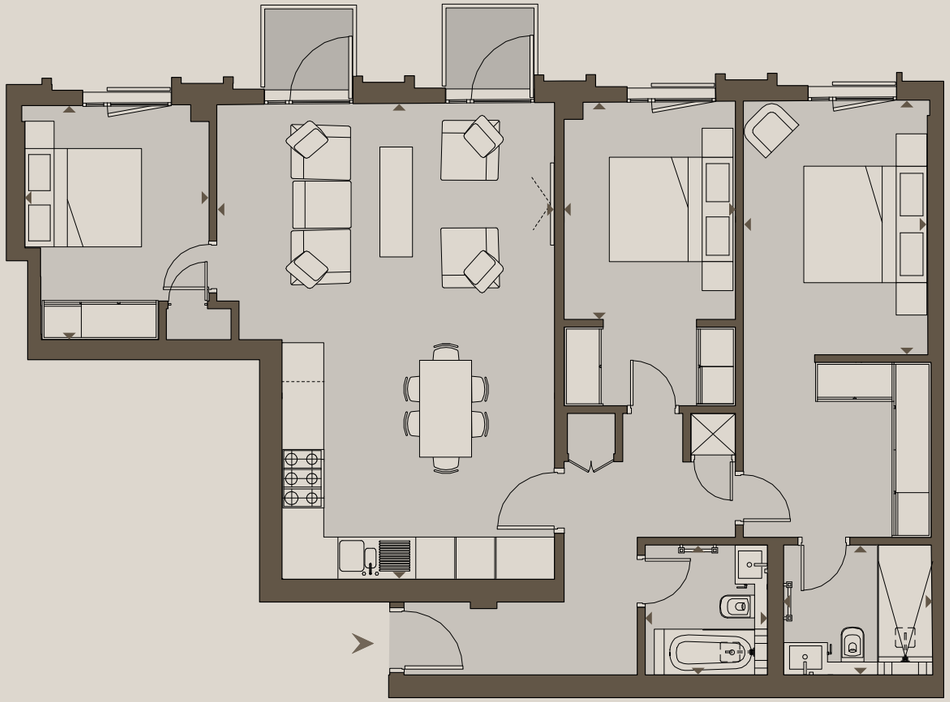

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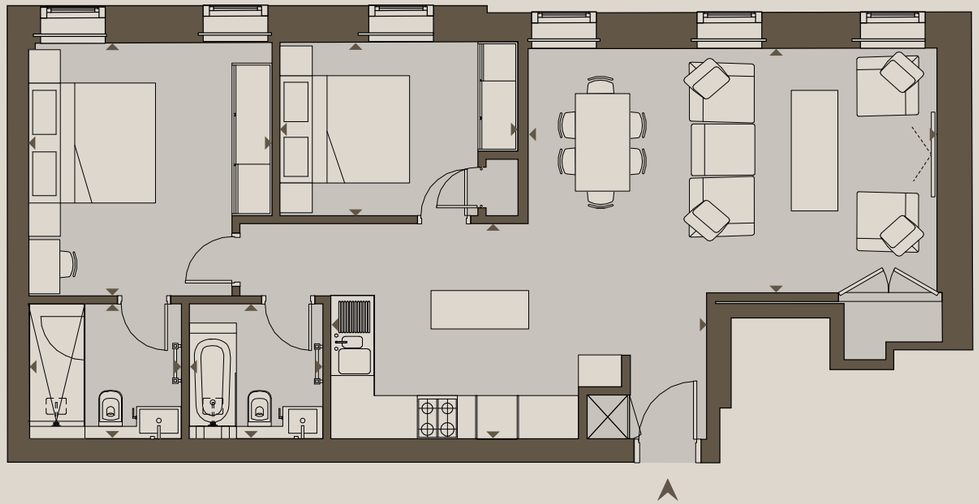
ACCOMMODATION

Living, Dining & Kitchen	7.34m x 5.22m	24.1ft x 17.1ft
Master Bedroom	6.71m x 2.83m	22ft x 9.3ft
Ensuite	2.01m x 2.26m	6.6ft x 7.4ft
Bedroom 1	4.67m x 2.65m	15.3ft x 8.7ft
Bathroom 1	2.01m x 1.89m	6.6ft x 6.2ft
Bedroom 2	3.60m x 2.90m	11.8ft x 9.5ft
Total Internal Area	**99.4 sq.m.**	**1,070 sq.ft.**
Total Terrace Area	**4 sq.m.**	**43 sq.ft.**



ACCOMMODATION

Living & Dining	4.67m x 6.15m	15.3ft x 20.1ft
Kitchen	3.23m x 5.63m	10.6ft x 18.5ft
Master Bedroom	3.79m x 3.70m	12.4ft x 12.1ft
Ensuite	2.03m x 2.29m	6.7ft x 7.5ft
Bedroom	2.60m x 3.57m	8.5ft x 11.7ft
Bathroom	2.03m x 2.00m	6.7ft x 6.6ft
Total Internal Area	**74.40 sq.m.**	**801 sq.ft.**

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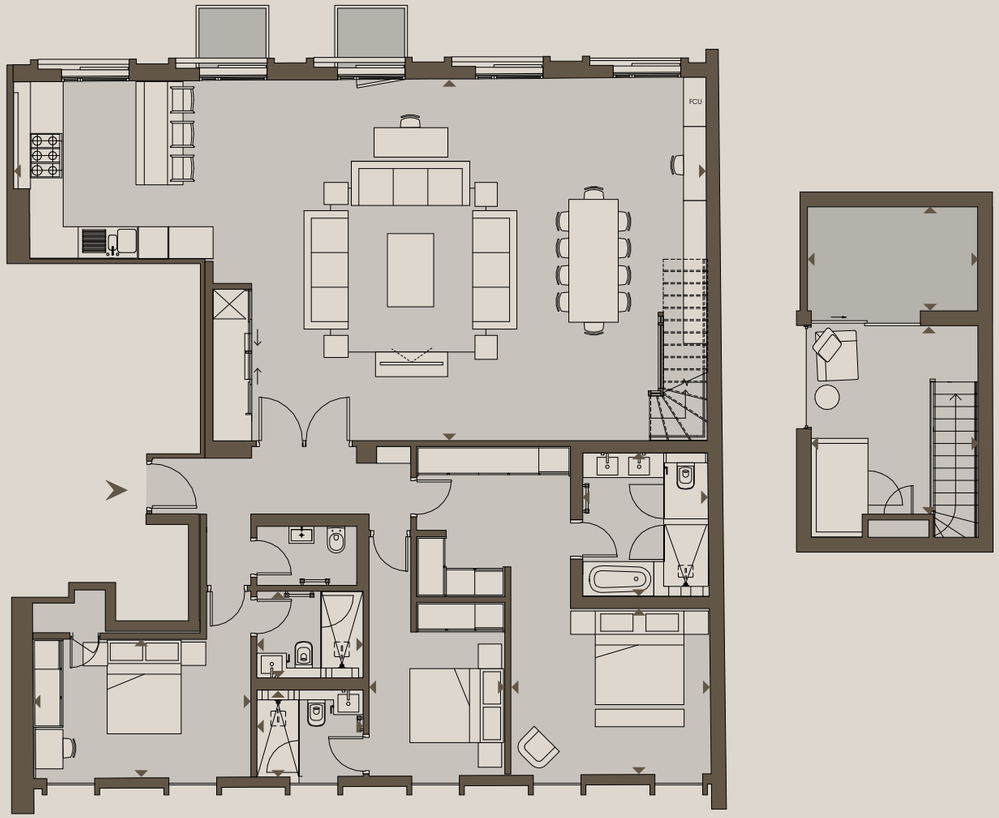

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ACCOMMODATION

Living, Dining Kitchen	7.36m x 14.06m	24.1ft x 46.1ft
Master Bedroom	6.60m x 4.07m	21.6ft x 13.4ft
Ensuite	2.91m x 2.56m	9.5ft x 8.4ft
Bedroom 1	4.79m x 2.75m	15.7ft x 9.0ft
Ensuite 1	1.69m x 2.16m	5.5ft x 7.0ft
Bedroom 2	3.69m x 4.41m	12.1ft x 14.5ft
Ensuite 2	1.76m x 2.16m	5.8ft x 7.1ft
Powder Room	1.20m x 2.03m	3.9ft x 6.6ft
Sauna	3.38m x 3.83m	11.1ft x 12.6ft
Total Internal Area	**183.9 sq.m.**	**1,979.00 sq.ft.**
Total Terrace Area	**7.6 sq.m.**	**82 sq.ft.**
Total Balcony Area	**3.9 sq.m.**	**42 sq.ft.**

SELECT GROUP

Select Group is an award winning, multi-disciplinary real estate development and investment company. Founded in 2002, Select Group have grown into one of the leading privately-owned real estate developers in the UAE, boasting a portfolio that includes, 15 fully completed developments, accounting for over 7,000 homes, 20 million square feet of property, and a combined GDV of more than £3.3 million have been delivered to date.

Select Group's focuses on delivering premium residential, commercial, hospitality, retail and mixed-use real estate developments. In addition to holding a prominent place in the UAE market, Select Group has interests in Nottingham, Sheffield and Liverpool, as well as throughout wider Europe. Backed by a long list of successes in the field of residential developments, Select Group have grown across a wide range of industries in more recent years, including in the field of hospitality – where strong links have been established with renowned hospitality groups such as InterContinental, Jumeirah and Radisson Blu.

From an investment perspective, Select Group maintain an expanding and varying portfolio, which includes interests in the healthcare, fitness, and leisure industries. With expertise in development, redevelopment, regeneration and investment, Select Group is focused on a value investing approach and works with the best in the industry – whether that's suppliers, partners, or employees – for unparalleled results.

Lead Contractor

güildprime specialist contracts
construction | fitout | manufacture

Architectural & Interior Design

Perkins&Will

Building Service Consultant

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