

Contact (Exemplar): Clive Bush Exemplar Kent House 14-17 Market Place London W1W 8AJ T 020 7299 0800	Contact (Ashby) Henry Columbine Redleaf Polhill 4 London Wall Buildings, Blomfield Street, London EC2M 5NT T 020 7382 4720	
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PRESS RELEASE

EXEMPLAR AND ASHBYCAPITAL COMPLETE DEAL TO REDEVELOP ONE BEDFORD AVENUE

London, 20 May 2014 –

AshbyCapital, the real estate investment company and its investors have concluded the acquisition of One Bedford Avenue. The redevelopment will be carried out in partnership with Exemplar Properties.

The development will deliver a £100 million new mixed-use scheme comprising high quality retail and office accommodation over basement, ground and seven upper floors. The London borough of Camden consented to the 115,000 sq ft scheme at the end of 2013.

One Bedford Avenue is sited in an exceptional location, occupying a prominent position less than 100m from Tottenham Court Road station. The completed redevelopment will enjoy occupational demand from both national and international occupiers across a broad range of sectors and will be delivered in time for the completion of Crossrail. Work is due to start on site in the third quarter of this year, with completion due in early 2017.

Designed by the world renowned Stirling award finalists, Bennetts Associates, the building is set to become one of London's landmark properties.

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At lower ground and ground floors, the building offers approximately 13,918 sq ft gross internal area of retail accommodation, with full-height 4.8m shop fronts to Tottenham Court Road designed to satisfy the requirements of large retailers.

The offices above are accessed by a spectacular, double height reception directly from Bedford Avenue, which leads to seven office floors ranging in size from 11,722 sq ft at the lower levels, stepping back to 4,370 sq ft on the 7th floor.

Commenting on the development Clive Bush, co-Founding Partner of Exemplar, said:

“This building will be one of the finest on Tottenham Court Road which is one of the best up-and-coming locations on the Crossrail route.”

Peter Ferrari, Chief Executive of Ashby Capital, said:

“We are delighted to have the opportunity to work with the expert team at Exemplar to develop this prime property. The area’s rapid regeneration will ensure excellent growth prospects for this investment over the coming years.”

CBRE and Savills advised on the transaction.

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Notes to editors

About Exemplar

Exemplar is one of London's most active and successful property developers. The multi award winning privately-owned company based in Fitzrovia has worked on 25 projects totalling in excess of 4 million sq ft to date. Currently in Central London they are developing some 1.4m sq ft of projects in locations including Fitzrovia (Fitzroy Place) and Regent Street (10 New Burlington Street and 1 New Burlington Place).

www.exemplar.co.uk

About AshbyCapital

AshbyCapital is a real estate investment company, established by its Chief Executive, Peter Ferrari, and backed by private investors. The company's focus is on identifying, acquiring and adding value to office, retail and residential properties in prime locations across Central London to deliver superior income returns and strong capital appreciation. AshbyCapital's foundations are based on its core qualities of integrity, versatility and experience.

www.ashbycapital.com

