



# CROWNE PLAZA LONDON

## - Battersea

5-star luxury hotel investment opportunity  
on the banks of River Thames

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## EXECUTIVE SUMMARY

- Located in central London on the southern bank of the Thames opposite Chelsea Harbour, between Battersea Bridge and Wandsworth Bridge.
- Situated immediately adjacent to the London Helipoint (London's only heliport).
- Boutique 5-star hotel of 67,171 ft<sup>2</sup> featuring:
  - 78 stylish guest rooms and suites finished to the highest standards.
  - Award winning spa, gym.
  - Secure underground parking.
  - 7 meeting rooms with capacity for up to 200 delegates.
  - Upscale restaurant and bar.
- Long leasehold (141 years unexpired) at a ground rent of £2,000 per annum.
- Ideal investment opportunity for a luxury hotel owner-operator underpinned by residential conversion potential.



## PROPERTY OVERVIEW

Crowne Plaza (formerly Hotel Verta) is a deluxe, 5-star boutique property overlooking the River Thames featuring a restaurant & bar, conference and event rooms, gym and spa facilities including treatment rooms, hydro pool, sauna and steam room.

The 78 rooms, including 8 exclusive 'penthouse' suites on the thirteenth floor, have been impeccably designed with the upscale traveller in mind and feature top-of-the-line finishes.

Crowne Plaza is part of an iconic riverside building with a stunning glazed façade within a high-quality mixed-use development, overlooking the River Thames and Chelsea. Located in Battersea, the hotel neighbours the prestigious Bridges Wharf residential development, which was awarded the Best International High Rise Architecture Award at the Daily Mail International property Awards in November 2009.

This purpose-built, landmark hotel opened in September 2010 and was designed to take advantage of its riverside position, with full height windows providing panoramic views of the surrounding area. The suites on the exclusive top floor were added in January 2013.

## AWARDS

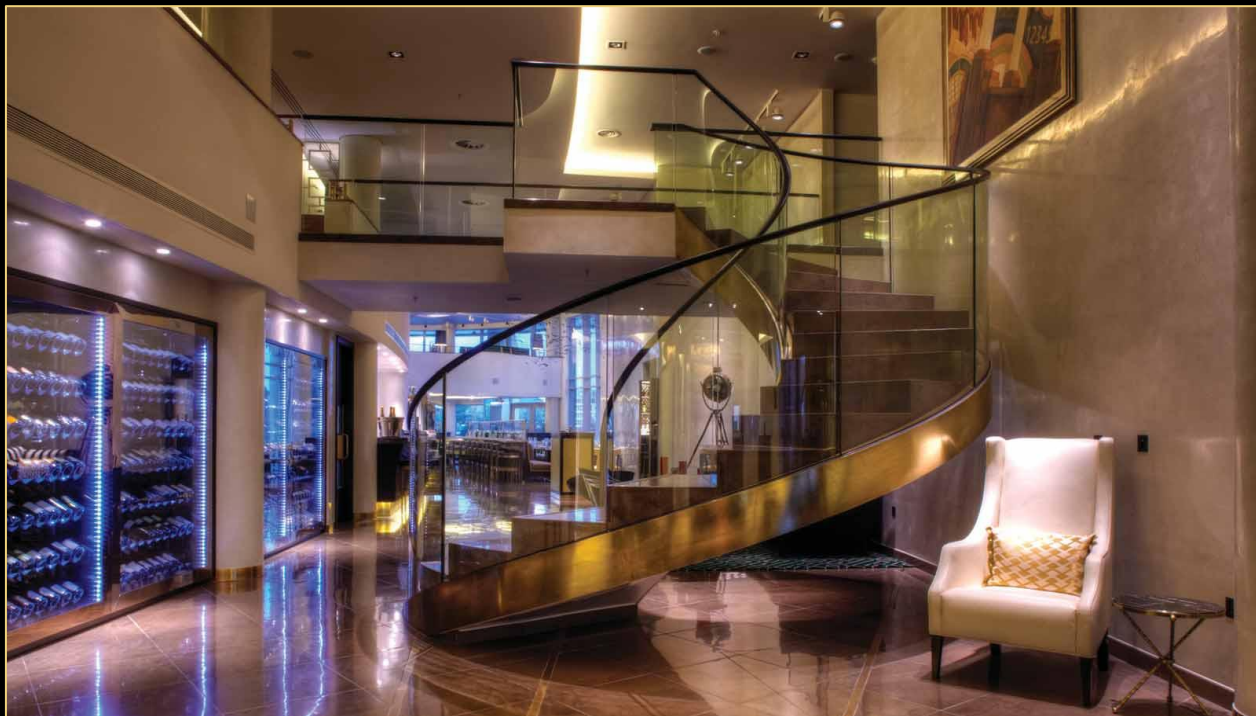
The hotel was recently awarded the 'Certificate of Excellence 2012-2013' by TripAdvisor and was recognised as one of the '10 Best Boutique Hotels in the UK 2012' by The Guardian Newspaper.

Nestled within Crowne Plaza is Spa Verta, named as '5 Bubble Spa 2013' by the Good Spa Guide, one of the 'Seven Handpicked Spas for brides-to-be' by Wedding Ideas Magazine, 'Real Outstanding Spa Hotel' at the 2012 Real Critics Guide's Annual Awards and 'Best for Therapeutic Massage in London' at the Wahandies Awards.

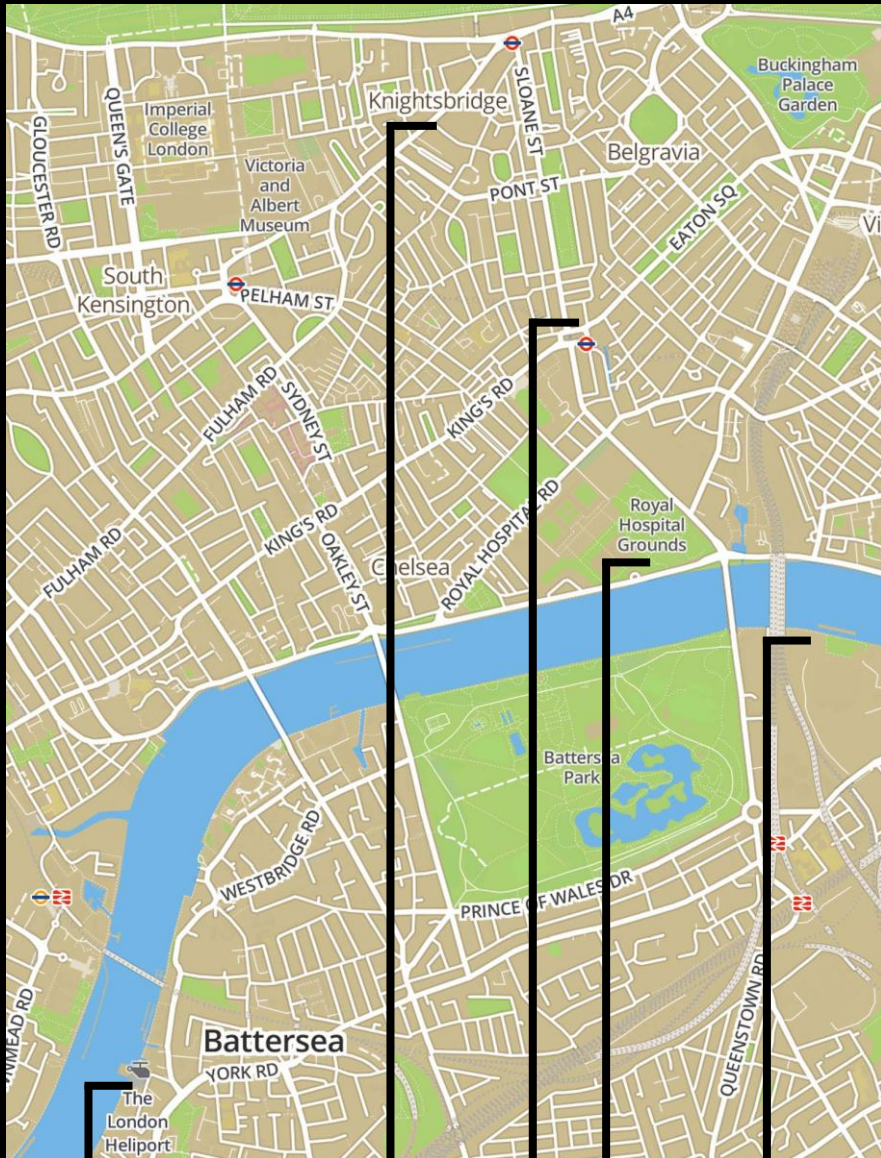
The hotel combines its excellent location with luxury, discretion and security, which is why it is the preferred hotel for several Barclays' Premier League soccer teams whenever they play in London.











## LOCATION

Crowne Plaza is located on the south bank of River Thames, between Battersea and Wandsworth Bridges and across the river from Chelsea. The hotel is adjacent to the prestigious London Heliport, which is Central London's only dedicated heliport, and within half a mile of one of Europe's busiest railway terminals.

Many of London's premier destinations are within easy reach of the hotel; the South Kensington museums, Hyde Park, Royal Albert Hall, and the luxury shopping districts of Sloane Square and Knightsbridge are less than 10 minutes away by car. Additionally, Stamford Bridge, the home stadium of the world famous Chelsea Football Club is nearby and the annual Chelsea Flower Show is held 2 miles from the hotel.

Battersea Power Station

Chelsea Flower Show

Sloane Square

Crowne Plaza

Harrods



## TRANSFORMING LOCATION

Crowne Plaza is located adjacent to the prestigious London Heliport and within half a mile of one of Europe's busiest railway terminals.

Despite this being an established location in Central London, Battersea and Nine Elms is set to benefit from multi-billion pounds of investment and anticipated value growth over the next 10 years.

A detailed strategy has been specially prepared by the Mayor of London's office for a 195 hectare zone (482 acres) known as the Vauxhall Nine Elms Battersea Opportunity Area.

The development of the whole area is expected to provide some 16,000 new homes and an estimated 25,000 new jobs, and includes a £1bn extension of the

Northern Line to provide 2 new London Underground Stations. A new bridge over the Thames for cyclists and pedestrians is also planned.

Knight Frank forecast a 140% increase in residential property values in the area over a 5 year period to £1,800 per ft<sup>2</sup> in 2016 (the highest forecast growth in the UK).



CGI of anticipated developments along Nine Elms Lane from the river

## Battersea Power Station

Battersea Power Station's 39 acre site is being redeveloped to provide c. 4.5 million ft<sup>2</sup> of residential accommodation and c. 3.25million ft<sup>2</sup> of commercial space. Currently under construction, the first apartments went on sale in January 2013, and the Phase Two sales are expected to launch in May 2014.

## One Nine Elms

China's Dalian Wanda Group has purchased One Nine Elms for its first five-star hotel outside of China. The £700m mixed-use development has full planning consent and includes 1.13 million ft<sup>2</sup> of residential, office and retail space within two towers of 45 and 60 storeys respectively. The 200-metre scheme will be taller than the London Eye and is expected to become a feature of the London skyline in 2016-2017.

## United States Embassy

The US Embassy is moving from its current home at Grosvenor Square to a 4.9-acre site on Nine Elms Lane. The site will include a chancery, a consular section, a U.S. Marine residence, and access pavilions. It is scheduled to complete in July 2017, and is expected to be followed by other Embassies from other nations, including China.

## Ram Brewery Site

Substantial redevelopment is also taking place outside the Vauxhall Nine Elms Battersea Opportunity Area. To the south west of the Verta Hotel, Chinese developers Greenland recently acquired the 7.75 acre Ram Brewery development site with the benefit of outline planning permission for 661 new homes, including a 36 storey tower to provide 166 flats and over 102,000 ft<sup>2</sup> of commercial space for new shops, cafes, bars and restaurants.



Battersea Power Station



US Embassy



One Nine Elms



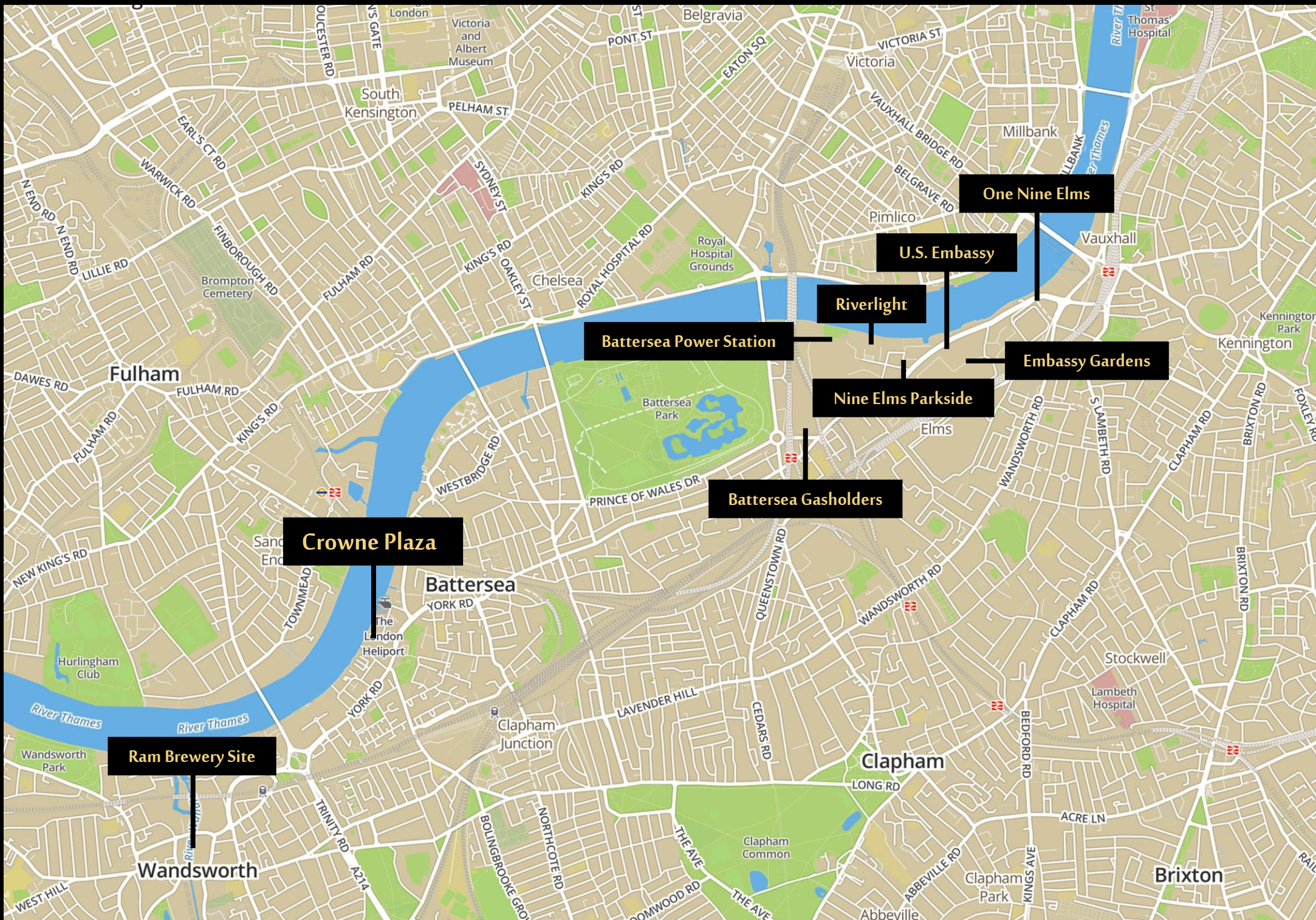
Riverlight

Computer generated images

Additional development schemes in the area include the following:

Scheme	Development Overview	Residential	Commercial	Developer	Status
Riverlight	Mixed-use development directly situated on the river front	806 homes	Over 33,000 ft <sup>2</sup>	St James	Under construction
Embassy Gardens	Mixed-use development surrounding the US Embassy	1,982 new homes	c. 687,500 ft <sup>2</sup>	Ballymore	Under construction
Nine Elms Parkside	7 distinct plots with building heights from 5 to 23 storeys	1,870 homes	272,926 ft <sup>2</sup>	TBC	Planning approved
Battersea Gasholders	5 acre site recently acquired by residential developer	Potential for c. 800 homes	TBC	St James	Pre-planning





**One Nine Elms**

**U.S. Embassy**

**Riverlight**

**Battersea Power Station**

**Embassy Gardens**

**Nine Elms Parkside**

**Battersea Gasholders**

**Crowne Plaza**

**Ram Brewery Site**



## THE HOTEL

This stunning contemporary property benefits from luxurious facilities:

### ACCOMMODATION

- 78 luxurious, air-conditioned, en-suite double bedrooms including 8 exclusive 'penthouse' suites on the thirteenth floor
  - 18 City View rooms
  - 20 River View Rooms
  - 26 Executive Rooms
  - 4 River View Junior Suites
  - 2 Executive River Suites
  - 8 Premier Penthouse Suites
- 40 dedicated secure underground car parking spaces for hotel guests

### ROOM FEATURES

- 42-inch LCD TV with satellite and in-house movie channels
- 19-inch LCD TV in bathroom
- Under floor heating
- Air-conditioned rooms with individual temperature control
- Broadband and WiFi internet access
- Connecting rooms and handicap accessible rooms
- Electronic safes, Nespresso coffee machine and mini bar



## FOOD & BEVERAGE

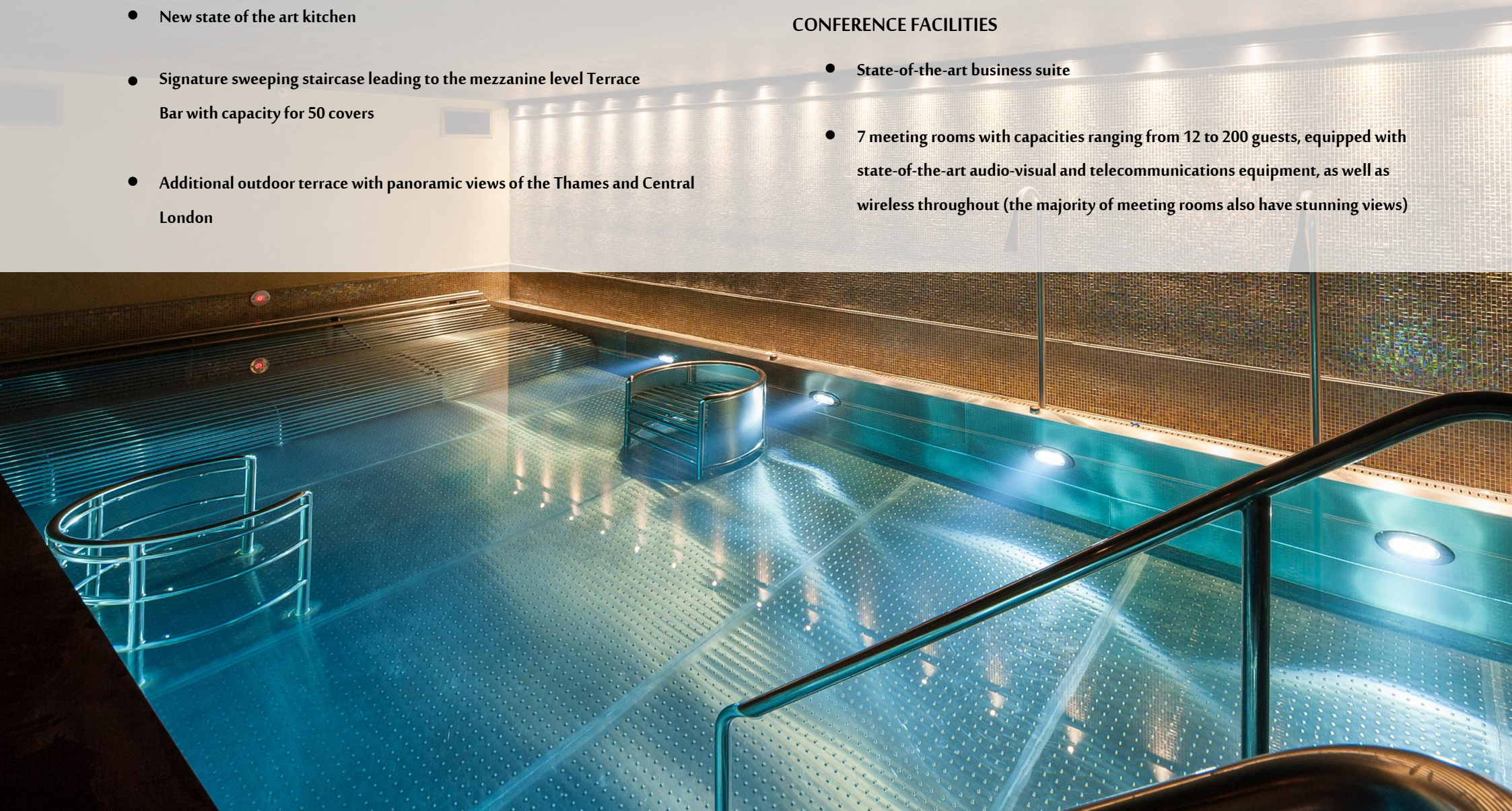
- A spectacular ground floor restaurant with double height atrium and outside terrace with capacity for 66 covers
- New state of the art kitchen
- Signature sweeping staircase leading to the mezzanine level Terrace Bar with capacity for 50 covers
- Additional outdoor terrace with panoramic views of the Thames and Central London

## SPA

- Subterranean spa, with a 10 metre hydrotherapy pool, sauna, steam room, gymnasium and 5 treatment rooms

## CONFERENCE FACILITIES

- State-of-the-art business suite
- 7 meeting rooms with capacities ranging from 12 to 200 guests, equipped with state-of-the-art audio-visual and telecommunications equipment, as well as wireless throughout (the majority of meeting rooms also have stunning views)





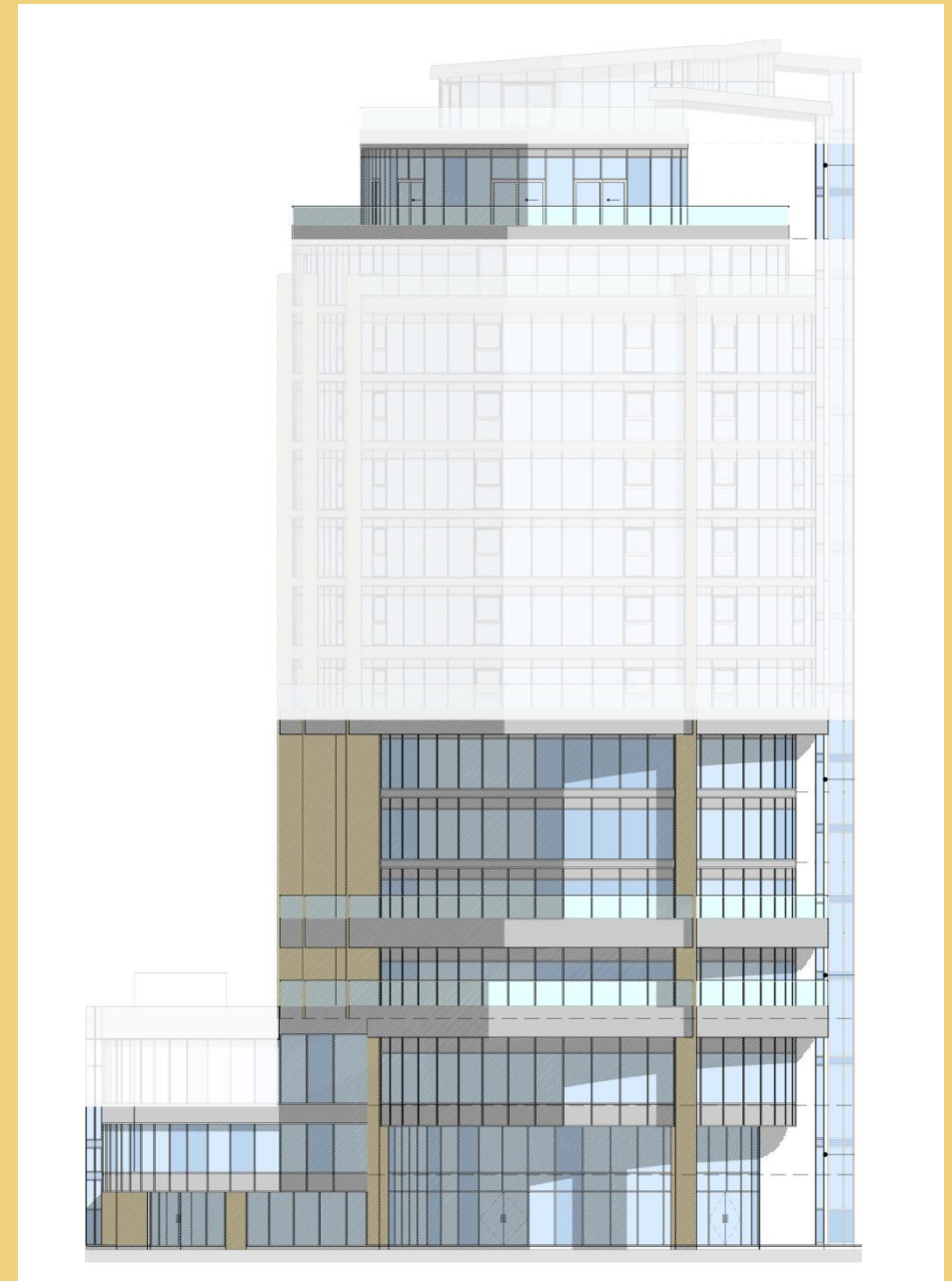
## SCHEDULE OF ACCOMMODATION

The areas below were provided by the constructor from CAD plans and are on a GIA basis:

Level	Area (ft <sup>2</sup> )	Area (m <sup>2</sup> )	Facilities
Fourteenth	n/a – Excluded from ownership		Residential
Thirteenth	5,402	502	8 guest suites, panoramic terrace
Sixth – Twelfth	n/a – Excluded from ownership		Residential
Fifth	8,471	787	17 guest rooms
Fourth	8,471	787	17 guest rooms
Third	8,471	787	18 guest rooms
Second	8,471	787	18 guest rooms
First	8,549	794	7 meeting rooms
Mezzanine	5,240	487	Bistro / bar
Ground	7,955	739	Lobby, reception, restaurant
Basement -1*	2,643	246	Spa & gymnasium
Basement -2*	3,498	325	Spa & gymnasium
<b>TOTAL</b>	<b>67,171 ft<sup>2</sup></b>	<b>6,241 m<sup>2</sup></b>	

40 dedicated underground car parking spaces for hotel guests.

\* Excludes bin stores of 398 ft<sup>2</sup> and 201 ft<sup>2</sup> on each level.



Grey floors are excluded from ownership. For indicative purposes only.



## TENURE

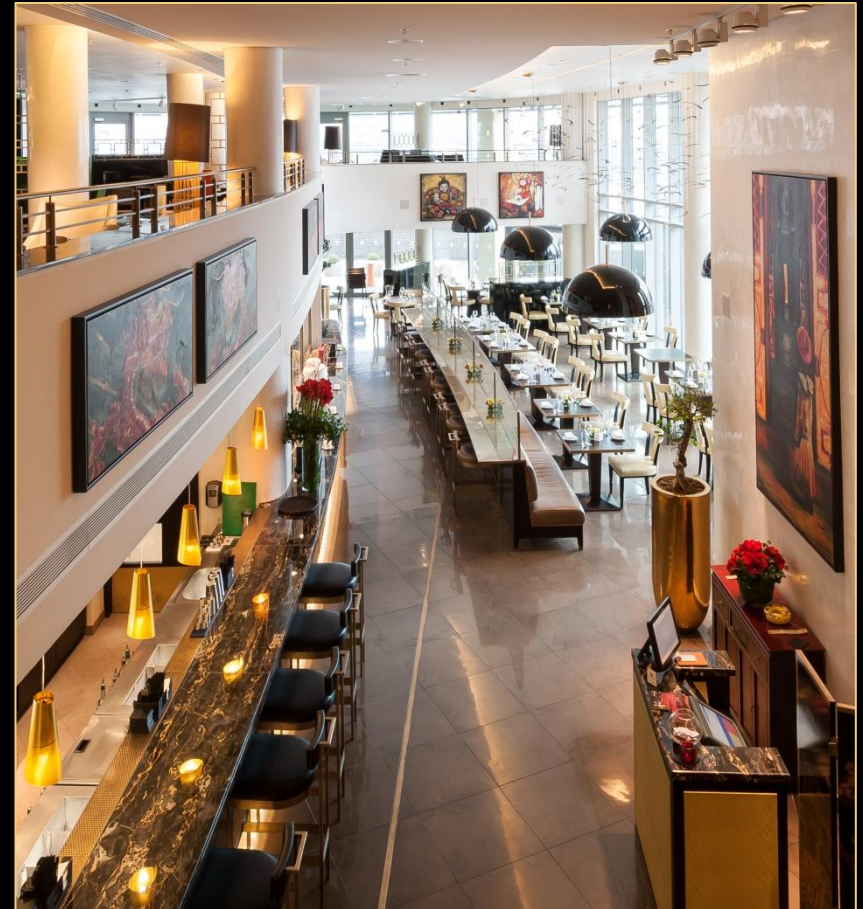
Long leasehold of 150 years (less 3 days) from July 2006 providing an unexpired term of over 142 years. There is a Ground Rent of £2,000 per annum which is reviewed every 25 years with increases fixed at 100%.

## SERVICE CHARGE

The Service Charge budget for the year 2015 – 2016 for the subject property totals £128,000 (£32,000 per quarter). The service charge includes items such as electricity, water, heating, air-conditioning, maintenance, building insurance.

## INVESTMENT OPPORTUNITY

The property is available with IHG management agreement.





## CONFIDENTIALITY

Please note that this is a confidential sale that the hotel staff are not aware of, and under such no direct approaches should be made.

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