
Large-Scale Urban Redevelopment Project in London Mitsui Fudosan to Start Sales of “The Ariel”, Residential building in Television Centre Phase2

Key Points of the Project

- ・ This project has been underway since 2012, and this is large-scale urban redevelopment project to transform a building used by the BBC studios and offices into residences, offices, a hotel, and other uses.
- ・ Following the phase 1 of the project (completed in 2018, 432 units sold out), which was the Company's first residential project in the UK, the second phase of the project, scheduled for completion in 2027, will consist of 347 units to be sold sequentially.

Mitsui Fudosan Co., Ltd. (hereinafter “Mitsui Fudosan”), through its UK subsidiary Mitsui Fudosan (U.K.) LTD. (location: London), is delighted to announce to begin sales of the second phase of its residential project in the “Television Centre redevelopment project” in London on October 4, 2024, with the first sale of “The Ariel,” a high-rise building with 167 units out of a total of 347 units in the two buildings.

This redevelopment project, which the Mitsui Fudosan acquired from the BBC in July 2012, consists of residences, offices, a hotel, restaurants, a cinema, and other facilities. The project site is located in the White City area, approximately 6 km west of the West End of central London is one of the most prominent redevelopment areas in London, where the Imperial College campus and the Westfield shopping center are also developed.

The first phase of the residential development, with two buildings and a total of 432 units completed in 2018, created new appeal and value by incorporating the distinctive and much-remembered BBC Broadcasting Station into the residential design while renovating the entire building and some of its details. The second phase of the residential project for sale inherits the characteristics of the iconic development, and as the last residential development district of the mixed-use urban development, it will realize an urban lifestyle where people can enjoy the liveliness of the city.



The property exterior of The Ariel (left side)

【Features of “The Ariel”】

The property is a rare high-rise residential tower in the White City area, but with a large number of studios and one-bedroom rooms, it is designed for customers with various lifestyles who want to achieve urban life in the center of London.

※The other of the two buildings “Scenery House” with a total of 180 units, will be available for sale after 2025.



The interior of The Ariel



The property exterior of The Ariel

【Features of Amenities】

For the two markets sale residential buildings in Phase2, common areas are operated in a reciprocal manner, allowing residents to use multiple lounge spaces for telecommuting, an outdoor terrace with BBQ, dining space, Cinema space, and other facilities. The building also provides access to the gym at the adjacent Soho House to meet the needs of a wide range of residents.

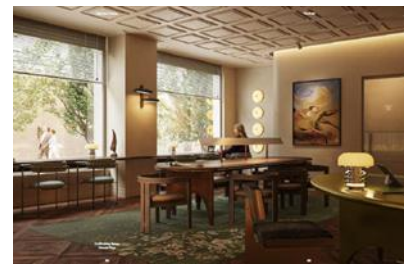
*Soho House is a members-only club that operates worldwide, offering members-only gyms, lounges, bars, hotels, co-working spaces, and more.



Terrace (8th floor)



Lounge (8th floor)



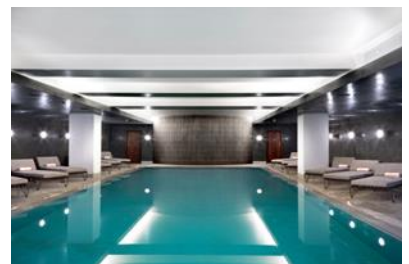
Lounge (Ground floor)



Wellness Space (Ground Floor)



Cinema Space (Scenery House)



Pool(Soho House)

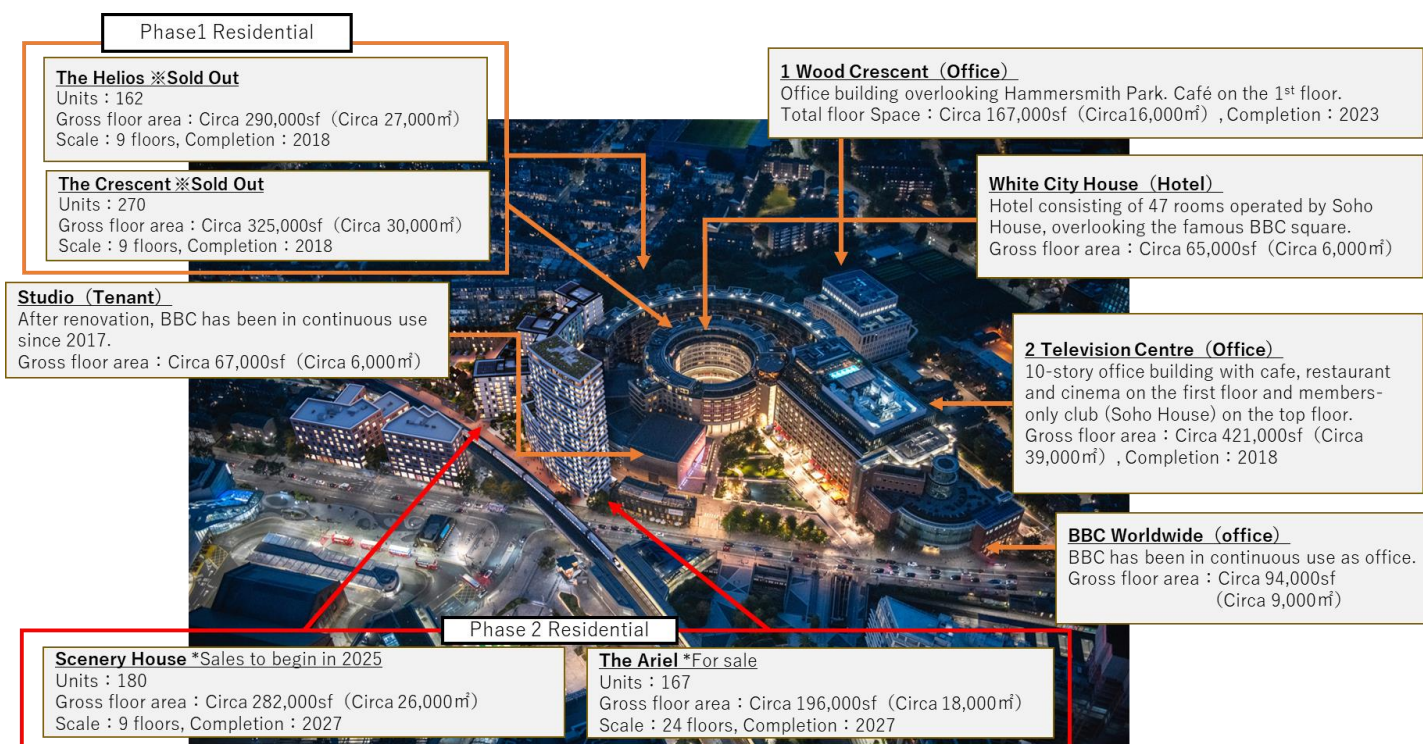
Reference: www.sohohouse.com/ja/houses/white-city-house/gym

< Overview of the project >

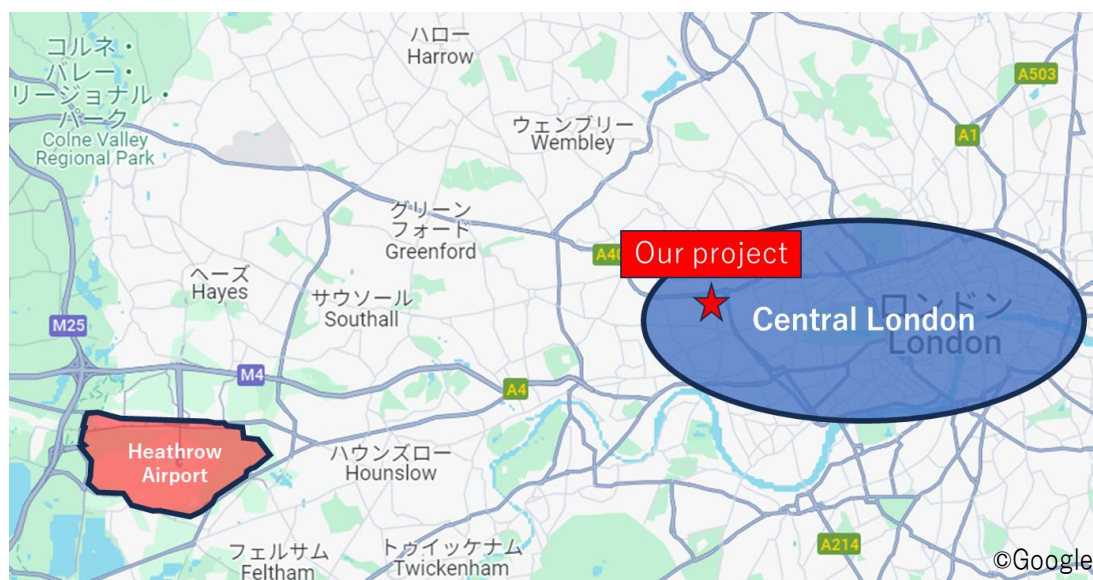
Location	Television Centre, 101 Wood Lane, London
Access	3 Tube lines (Central Line, Hammersmith Line, Circle Line) 1 minute walk from 2 stations (White City and Wood Lane) About 14 minutes from both stations to the West End and 22 minutes to the City.
Site Area	Circa 111,000sf
Total floor area	Circa 480,000sf
Exclusive area	Circa 320,000sf
Structure/Units/Parking	Structure : RC Stories : (The Ariel) 23 Stories, (Scenery House) 8 Stories Units : 347 (The Ariel : 167units, Scenery House : 180units,) Parking : 69
Amenities	The Ariel : Lounge, Wellness space, Terrace, Dining Space Scenery House : Lounge, Cinema Space Soho House : Gym, Pool
Designer	Multiplex
Tentative schedule	Start on site in 2024, planned completion in 2027
Website	https://televisioncentre.com/

【About “Television Center “Redevelopment Plan”】

The Television Center Redevelopment Project, located to the south of the White City Place Redevelopment Project, in which we are participating and promoting, has transformed the former headquarters of the BBC, a symbol of the United Kingdom, into a mixed-use complex consisting of residentials, offices, hotels, restaurants, and other facilities.



<Location>



【 Mitsui Fudosan Group's Overseas Strategy 】

Mitsui Fudosan has been operating in the United States, the United Kingdom, China, Taiwan, Southeast Asia, India, and Australia. Mitsui Fudosan's long-term plan, "& INNOVATION 2030" formulated in April 2024, aims to achieve robust growth in overseas business. In Europe and the United States, we are engaged in several development projects, including office and residential properties. In the United Kingdom, we are expanding our business by participating in residential, logistics and office projects such as Television Centre and South Molton Triangle. In the United States, we are currently expanding our business in various cities across the country, including the large-scale redevelopment projects "55 Hudson Yards" and "50 Hudson Yards" in Manhattan, New York, with the aim of continuing to capture additional business opportunities in these countries.

【 Sustainability in the Mitsui Fudosan Group 】

Based on the meaning of its "& mark," "to generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating," the Mitsui Fudosan Group views the "creation of social value" and the "creation of economic value" as two wheels of a cart. Accordingly, we believe that the creation of social value leads to the creation of economic value, and that this economic value then creates even greater social value.

Moreover, we identified six Group Materiality priority issues when formulating our new management philosophy in April 2024. These Group Materiality priority issues are (1) Contribute to industrial competitiveness, (2) Coexist with the environment, (3) Health and Vitality, (4) Safety and security, (5) Diversity and inclusion, and (6) Compliance and governance. The Mitsui Fudosan Group will work to address each of the materialities through its core business activities and contribute to the promotion of sustainability.

(References)

- Group Management Philosophy and Long-Term Vision
<https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/>
- Group Materiality
https://www.mitsuifudosan.co.jp/english/esg_csr/approach/materiality/

* The initiatives outlined in this release are designed to help address the following two Sustainable Development Goals (SDGs).

