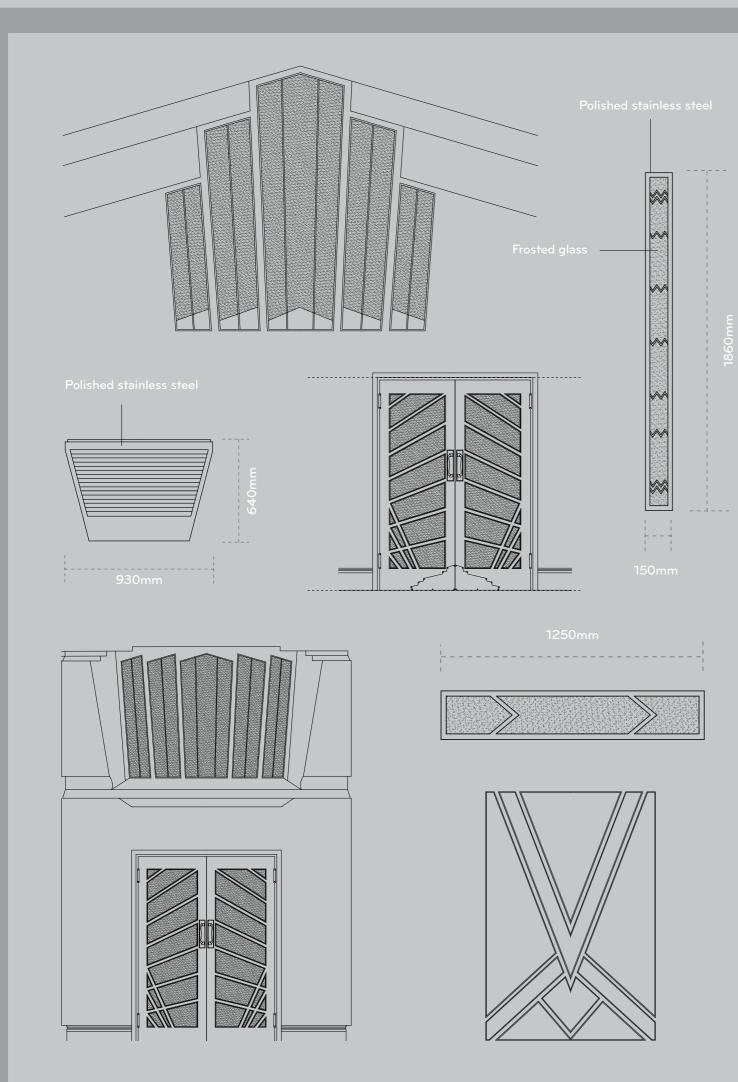
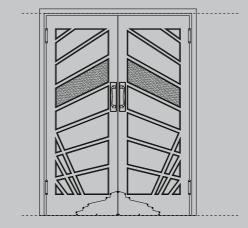
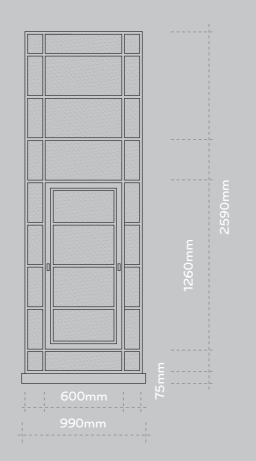
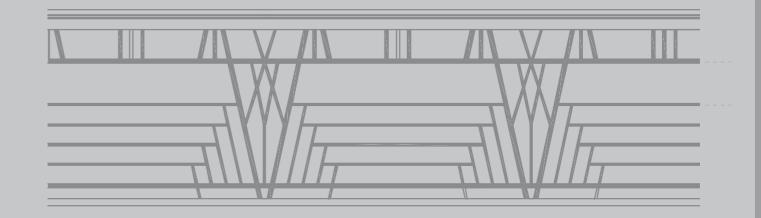
HOOVER BUILDING PERIVALE UB6

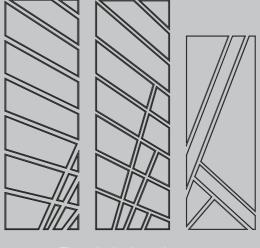




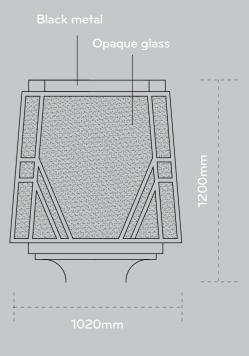




Three door pattern design



Three kick plater design





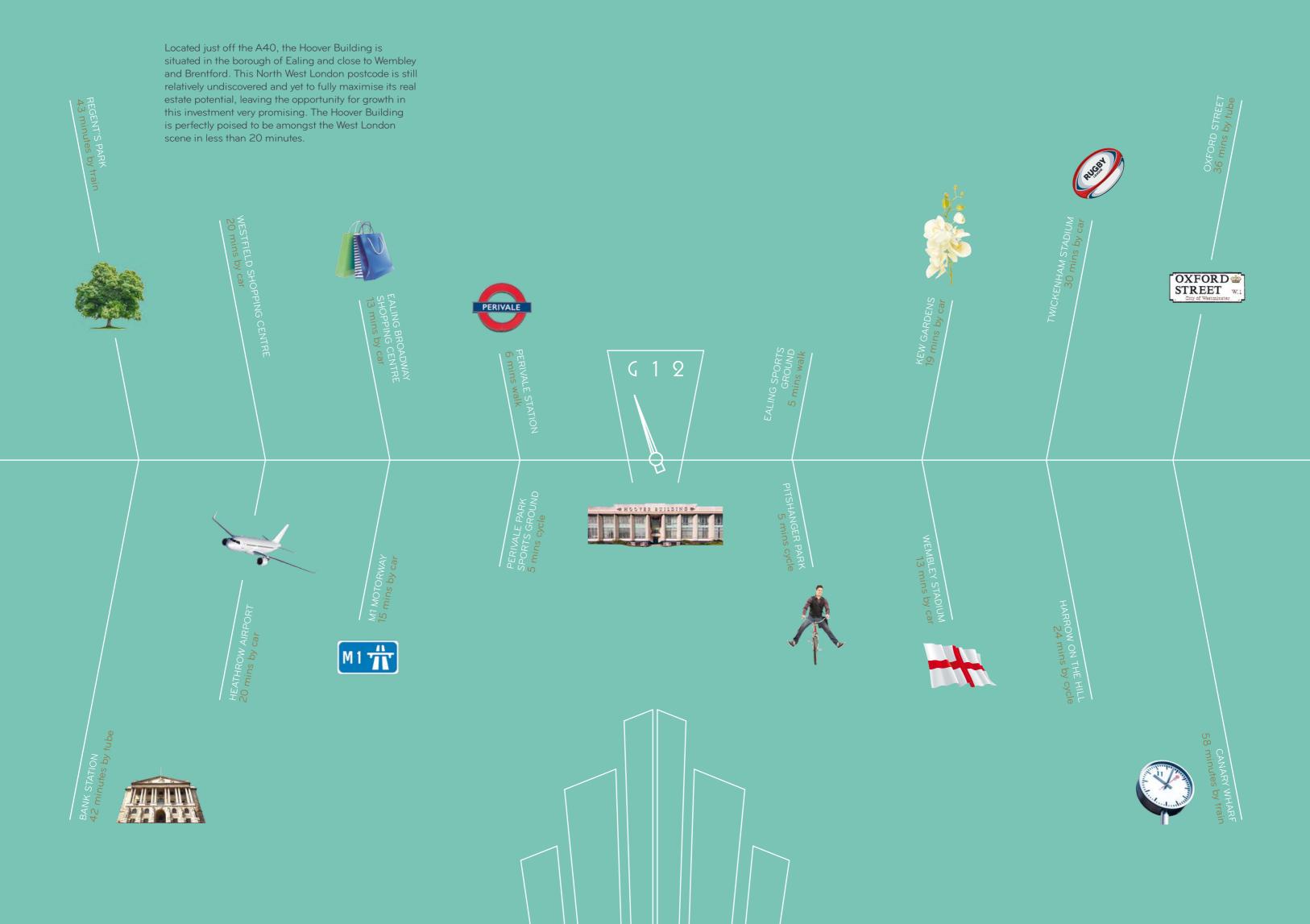
THIS ICONIC RENOVATION OF THE HOOVER BUILDING IN PERIVALE, WEST LONDON CELEBRATES THE ARCHITECTURE OF ITS ERA. CAREFUL RESTORATION OF THE BUILDING WILL ENHANCE AND CELEBRATE THE MAGNIFICENT FEATURES OF THIS GRADE II LISTED NATIONAL TREASURE.

THIS INCREDIBLY DESIGNED, ART DECO, FORMER FACTORY WAS BUILT IN THE 1920'S FOR THE HOOVER COMPANY AND HAS BEEN TRANSFORMED INTO 66 LUXURY STUDIO, 1, 2 & 3 BEDROOM APARTMENTS.

A CONTEMPORARY STYLE WILL BRING THE APARTMENTS TO LIFE WITH MODERN FEATURES AND QUALITY INTERIORS, WHILST THIS STUNNING ART DECO ARCHITECTURE WILL REMAIN STANDING IN ALL ITS GLORY.



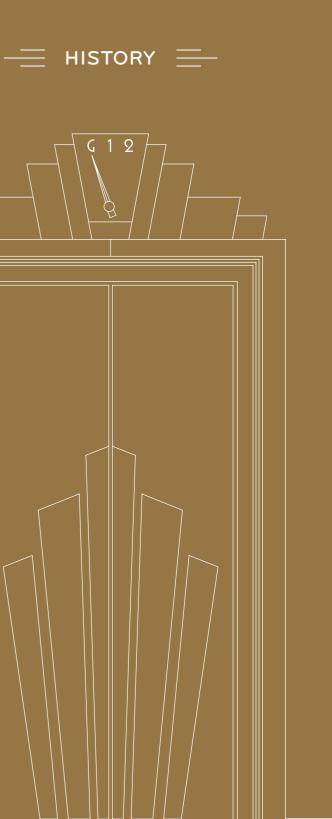






FACTORY AND REMINDERS OF THIS HERITAGE WILL BE LOVINGLY RESTORED FOR ALL TO ENJOY.

HOOVER BUILDING





Art Deco buildings in London are like finding treasure. They are rare and beautiful. They are spectacular gems. truly appreciate the curves, quirks and glamour that Art Deco buildings present.

its standout features, namely sleek lines,











After celebrating victory following the first world war Britain entered an unforgettable decade coined the "roaring twenties". For those that could afford it, life was fun and carefree. Women over thirty had been given the vote and after working in factories during the war, there was a real sense of independence and achievement amongst the young.

huge adverts on the roadside.

1920'S **BOOM & BUST**

For many business owners, it was a prosperous time and the country seemed to be booming. This led to a change in architecture and interior design with famous hotels such as Claridges undergoing expansion and refurbishment in the opulent Art Deco style. This trend translated to many of the factories that were popping up along major arterial roads in West London and Park Royal, such as The Firestone Tyre factory on the Great West Road. These prestigious facades showcased the importance of these corporations, like

114

1930'S BEGINNING TO REBUILD

Whilst the early 1930's were not great globally, London appeared to escape the deep depression somewhat. Modern technology in the form of electricity and motorised vehicles made for a cleaner and more efficient City, bringing positive change to industry.

Although unemployment rose, there was surge in businesses supplying electrical equipment, food and consumer goods. Companies such as Hoover, EMI and Coty continued to thrive and moved to West London, building prestigious, smart factories. Meanwhile Ford set up in Dagenham with a factory that would build cars to sell both here and around the world.



A SORT OF ART DECO WENTWORTH WOODHOUSE - WITH WHIZZING WINDOW CURVES DERIVED FROM ERICH MENDELSOHN'S WORK IN GERMANY, AND SPLASHES OF PRIMARY COLOUR FROM THE AZTEC AND MAYAN FASHIONS AT THE 1925 PARIS EXHIBITION.

John Betjeman







There was no expense spared when it came to American corporations setting up in London in the 1920's and 30's. The large factories set up along London's arterial highways, which became know as the "Golden Mile".

In 1931 the Hoover Company commissioned Wallis Gilbert and Partners to build their factory in Perivale as a manufacturing base for the company's British vacuum cleaner division.

The design, which was incredibly ambitious, took on a grand, palatial facade of huge columns and recessed glass bay windows, but the most iconic feature was the central entrance which was decorated above with a dramatic, geometric sunburst pattern, which sat beneath the huge "Hoover Limited" lettering.

Hoover would go on to open its door in 1933 and employ over 600 staff, whilst continuing to work on extending the factory and in 1934 it received a Grade II listing. ONE OF THESE DAYS THE HOOVER FACTORY IS GONNA BE ALL THE RAGE IN THOSE FASHIONABLE PAGES.

Elvis Costello

HOOVER BUILDING

1980'S TIME FOR CHANGE

In the early 1980's Hoover had switched production to a site in Scotland. The building was neglected and fell into disrepair with the concrete construction of the building giving cause for concerns and symptomatic of what was know as "concrete cancer".

Fortunately, a British supermarket magnificently restored wonderful piece of history.





After several years of sitting vacant, IDM Properties acquired the Hoover Building in 2015, with plans to redevelop the building into residential accommodation, converting the premises into 66 apartments comprised of studio, 1, 2 and 3 bedroom homes.

Together with English Heritage and London Borough of Ealing, IDM have invested heavily in the preservation and restoration of the historic features that remain within this iconic national treasure. The architects have combined this with contemporary designs using modern build techniques that will be sympathetic to the original site. Every design detail has been scrutinised to ensure a light, contemporary and functional living environment is achieved for each apartment.

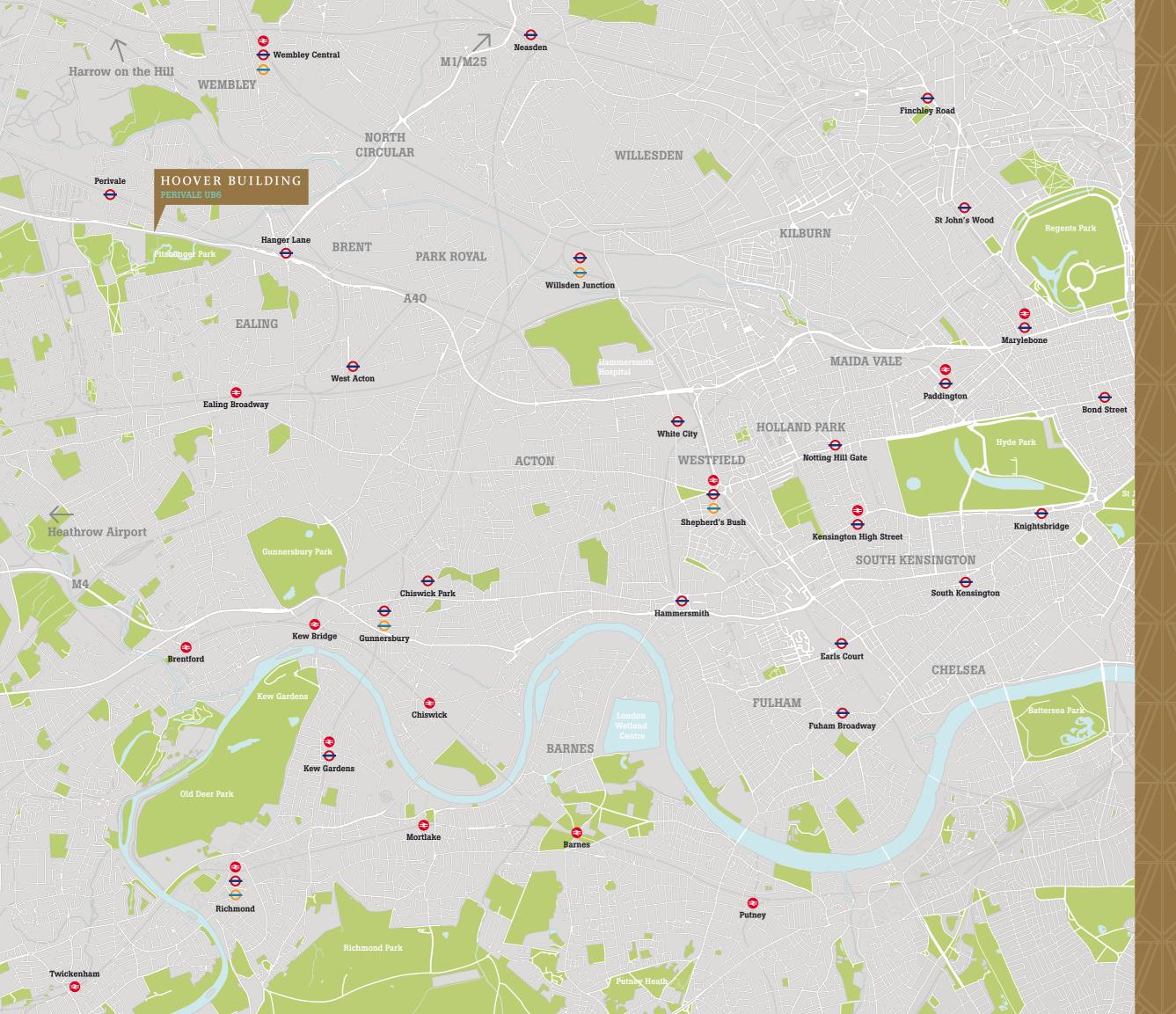


"IDM are passionate about architecture and are thrilled to be able to have worked on such a prestigious renovation. This is a rare opportunity – not only for us, but for the future Hoover Building residents - to be part of something very special." Jonathon Curtis – Partner, IDM

— TODAY —







TRANSPORT CONNECTIONS

AIRPORT

Airports – Heathrow is the closest Airport and can be reached in just over 20 minutes from Perivale by Car.

TUBE

Perivale Underground station is on the West Ruislip branch of the Central Line. It is a 17 minute journey to Notting Hill Gate – where the line meets the district and circle lines – and 25 minutes to Oxford Circus.

TRAIN

Great Western Trains from South Greenford Train station (also know as West Perivale station) offer a service to Paddington in just 22 minutes. The railway line also offers routes to Henley-on-Thames and Reading via a change at nearby Ealing.

CAR

Perivale is located beside the Western Avenue and one of the main arteries into and out of West London. It is connected to the Westway and the A40 and also offers easy access to Greater London via the A406 and the M25.

BUS

Perivale has an excellent bus network with a number of routes that include destinations such as Shepherds Bush, Willesden, Wembley, Ealing, Greenford and Southall. Several of these offer a 24 Hour service.

WEMBLEY STADIUM

Probably the UK's most famous sports and entertainment venue, lies just off the A40. This magnificent stadium plays host to some of the most prestigious sports meetings and music concerts, from international football and boxing matches to superstar singers and rock bands; the line-up is always formidable.

THIS CHARMING QUARTER OF THE CAPITAL CHAMPIONS ITS OWN CULTURAL IDENTITY, SHARING A UNIQUE PERSPECTIVE ON LONDON LIFE AND AN ENDLESS OFFERING OF ENTERTAINMENTS TO ENJOY.

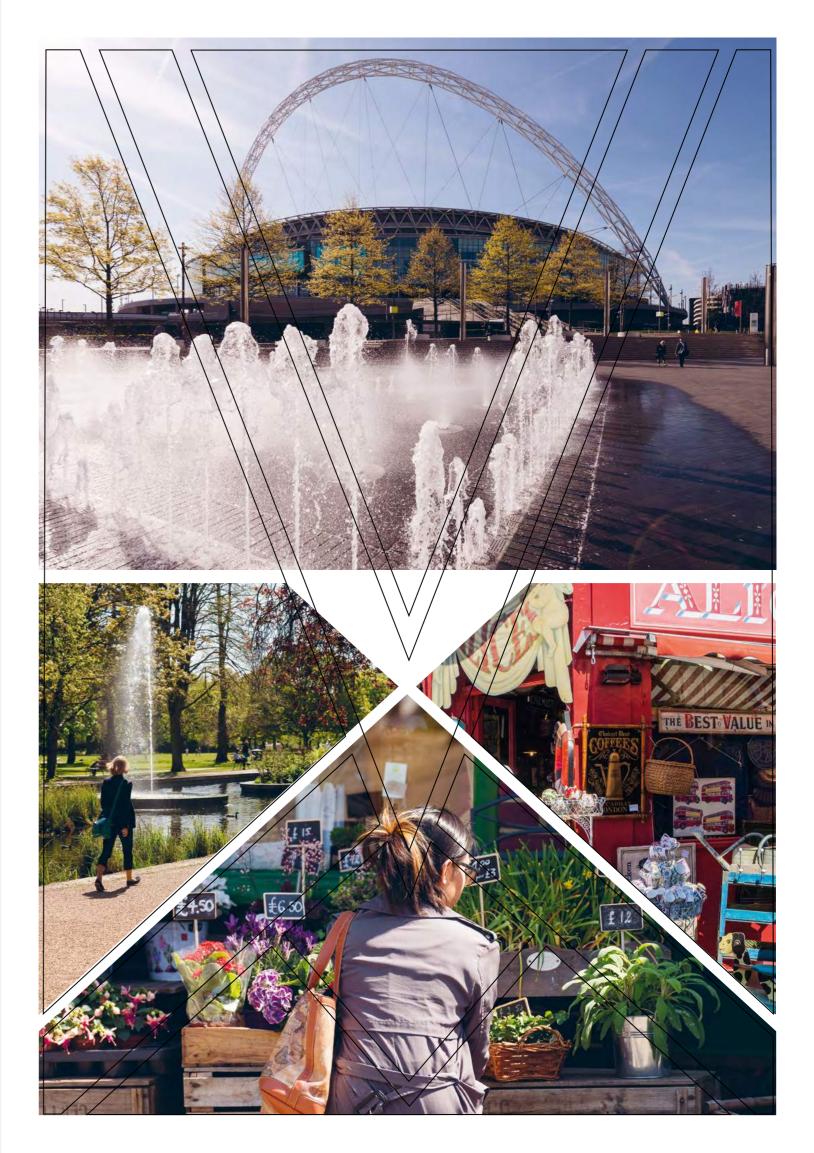
NOTTING HILL

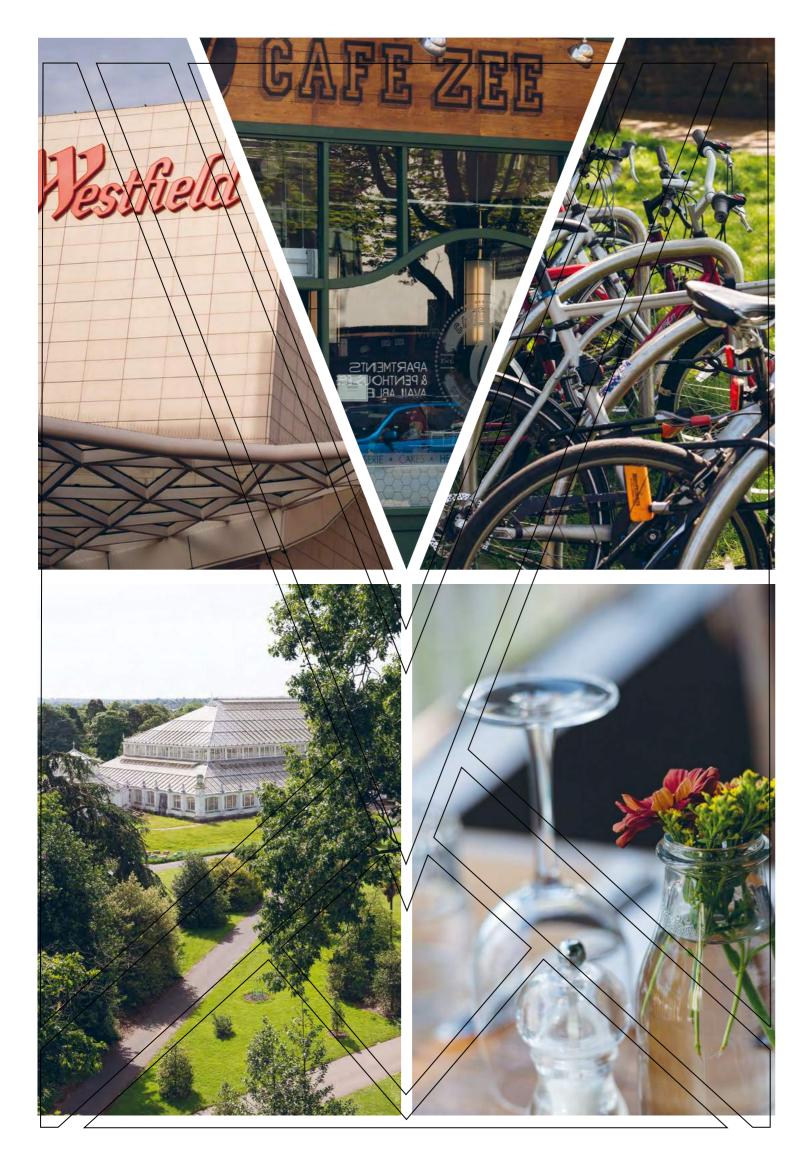
Often described as cosmopolitan and captivating, Notting Hill offers an eclectic mix of artistic expression in every form. Full of life, this part of town is home to the famous Portobello Road Market and the Notting Hill Carnival. Populated with galleries, quirky shops and antiques, there's never a dull moment here.

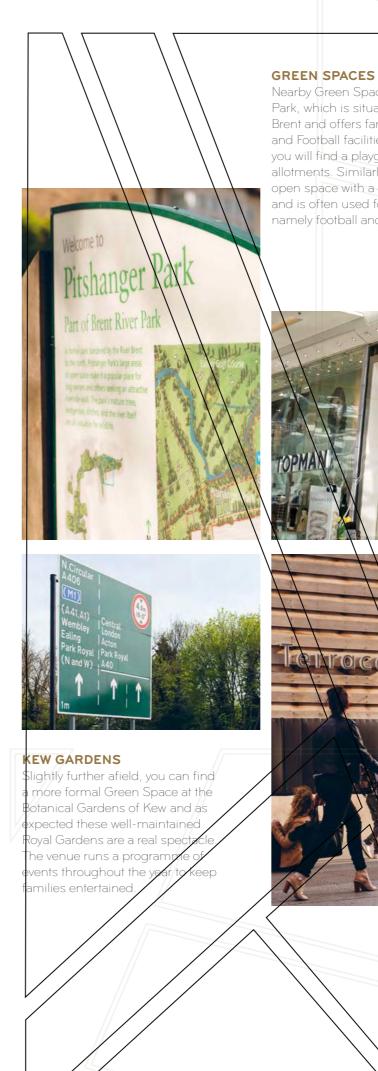












BUILDING 001

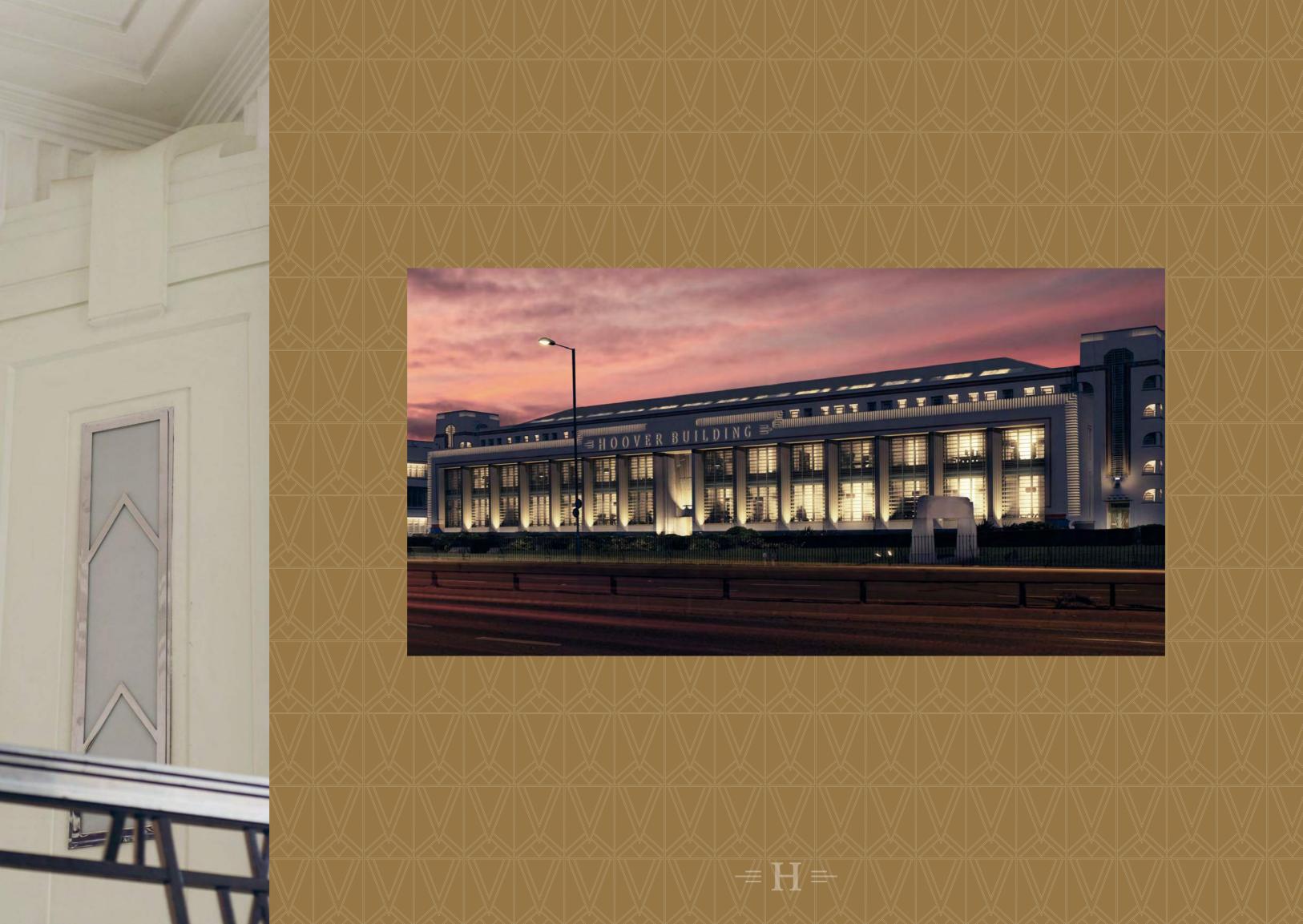
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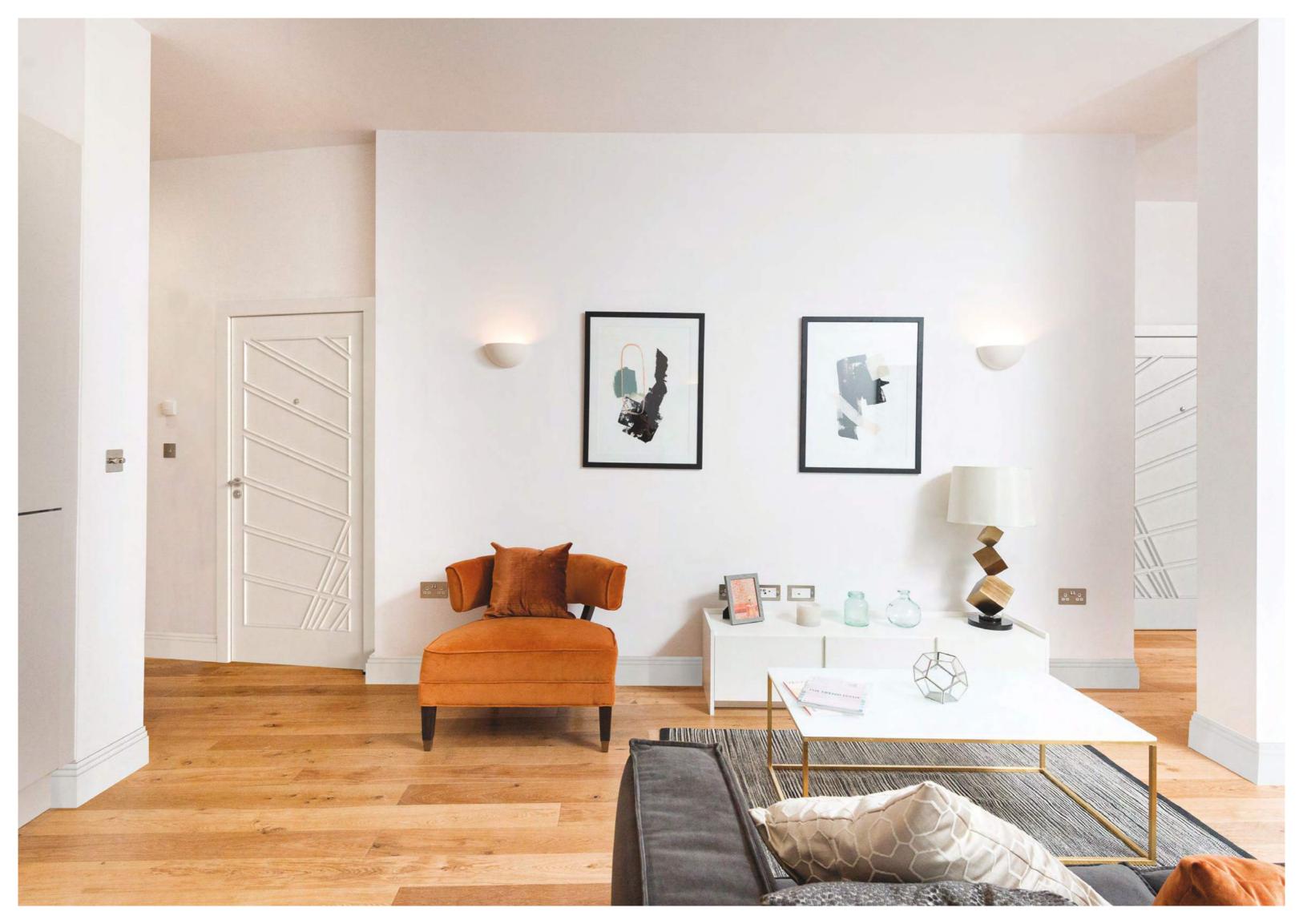
Nearby Green Spaces include Pitshanger Park, which is situated alongside the River Brent and offers fantastic Tennis, Bowls and Football facilities. In addition to this you will find a playground, cafe and some allotments. Similarly, Perivale Park is another open space with a children's playground and is often used for sports meetings, namely football and cricket.



SHOPPING & EATING

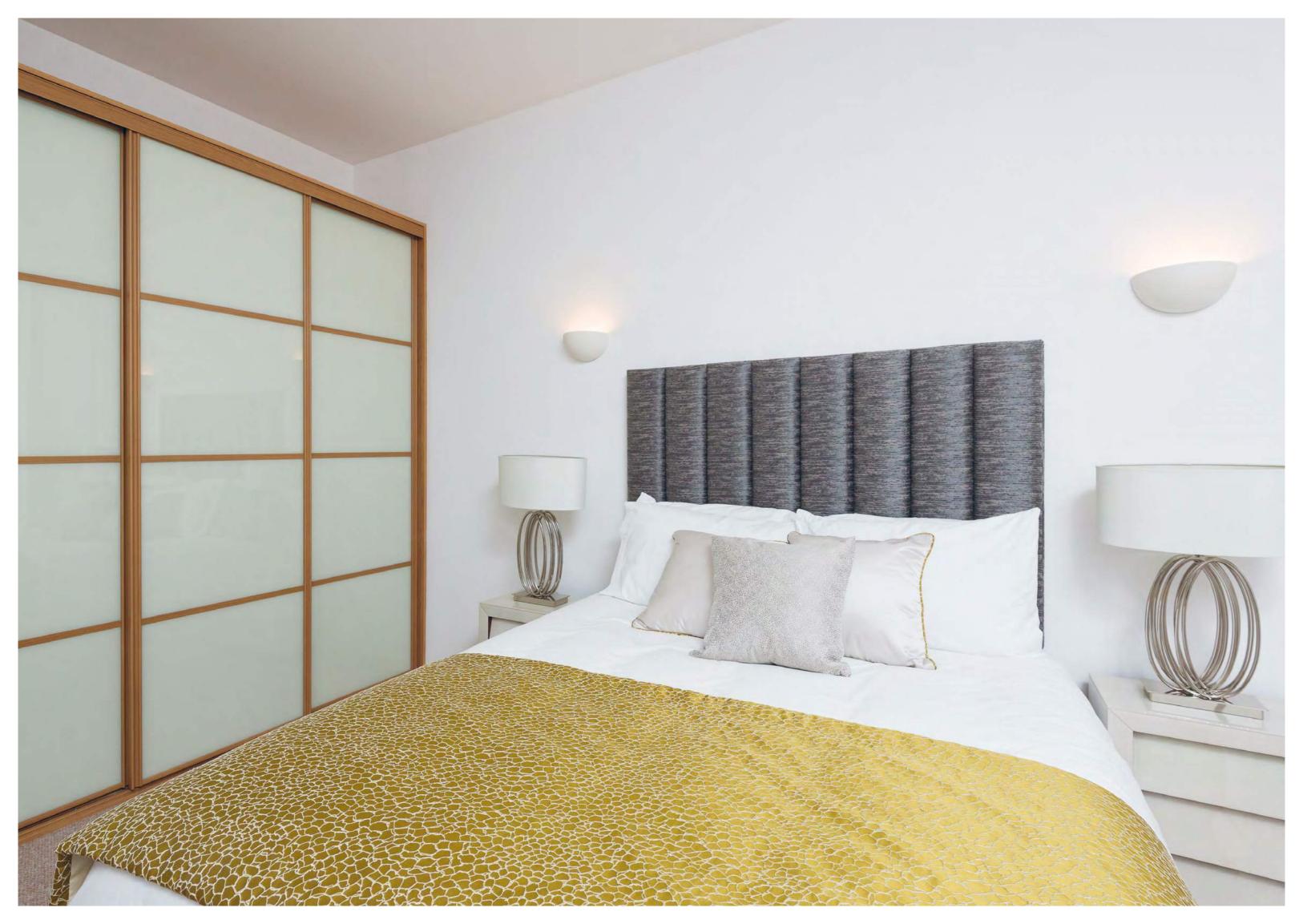
The go-to West London destination based in Shepherds Bush, is the Westfield Shopping Centre. Packed with hundreds of high street and designer stores, restaurants and a cinema, its a place to shop, eat and be entertained under one roof. For a designer bargain, head to the nearby London Designer Outlet in Wembley Park, which - amongst its many fashionable tores – boasts a cinema and nty of eateries.













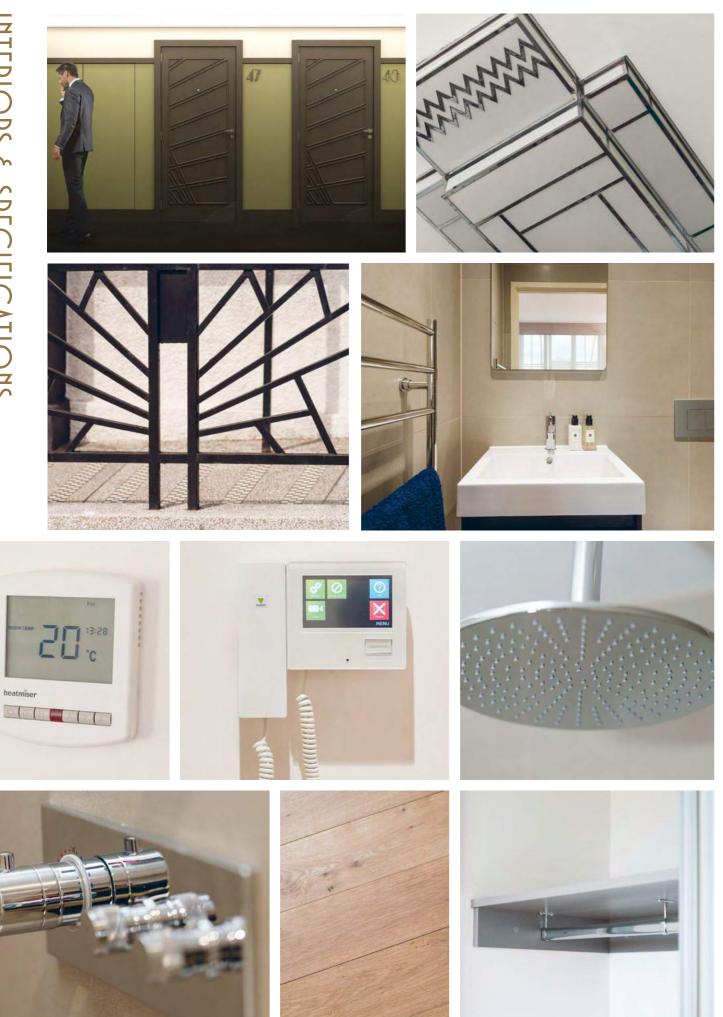


The interiors of these properties have been skilfully designed to contrast the original style and collaborate the old architecture with new with modern design twists, interesting layouts and features. Each apartment boasts plenty of light and space, large windows and an open-plan layout, making an ideal family or entertaining area.

The building comprises a number of arrangements including studio, 1, 2 and 3 bedroom homes and come specified with high quality interiors, including fully fitted, bespoke kitchens and contemporary bathrooms. A neutral colour scheme has been applied for a bright airy feel and leaves a simple palette for your personal touches.

As a special measure to keep road noise to an absolute minimum, a dedicated sound proofing and air management system has





GENERAL

- 250-year lease to all apartments.
- 10-year Building Guarantee (C-R-L).
- Built to comply with all current building regulations.
- The building is highly insulated and requires much less heating than most other similar buildings, with the benefit of lower heating bills.
- Paxton Net 2 Video entry system providing secure entry to the building allowing access with keyless fobs or a personal code to communal entrance to the apartments.
- CCTV covering the internal and externals areas of the building.
- Custom made Hoover Building Internal doors finished in white with art deco ironmongery.
- Walls & ceilings finished in white matt emulsion.
- Art deco edged skirting & square edged architraves finished in white acrylic eggshell.
- Fitted frosted glass sliding wardrobes to principal bedrooms, fitted with shelf & rail.
- Two original Hoover passenger lifts serving all above ground apartments.
- Original Art Deco features retained internally wherever possible.
- Original Art Deco doors & ironmongery retained & used in common parts wherever possible.
- Fully refurbished original Art Deco common part lighting now supporting LED fittings.
- Communal terrace with refurbished Art Deco feature planting beds on 2nd Floor (where indicated on floorplan).
- Private terraces to 2nd floor apartments (where indicated on floorplan).
- Underground car parking (Optional extra).

HEATING & COOLING

• The Building is sealed with no opening windows to apartments & fresh air being drawing from the roof of the building through filtration systems. This ensures the best air quality & noise protection for the building.

- MVHR units.
- electrically heated towel rails.
- or added boost.
 - Cooling Bedrooms & living rooms will feature a background comfort cooling facility.

ELECTRICAL

- to living & bedrooms.
- - Low energy light fittings.
 - Pre-wired to accept Sky+, Virgin, Freeview TV, telephone & DAB & FM radio to living / dining & bedrooms.
 - Wired for 100mb Fibre Optic Broadband (Subscription required with Hyperoptic).
 - Networked with CAT 5e cabling to living / dining & bedrooms back to the service cupboard.
 - Mains power, battery backed up smoke detectors.
 - NICEIC / ECA Certified.

KITCHENS

- Matt finished, two-toned handleless contemporary kitchens with Art Deco detail.
 - Fully fitted with Hi-Macs Natural Acrylic Stone surfaces.
 - Sink unit (under mounted).
 - Hi-Macs Natural Acrylic Stone splash backs.
 - Recessed LED lighting under kitchen wall cupboards.
 - Hoover stainless steel appliances; oven, hob.
 - Integrated Hoover dishwasher & fridge freezer appliances & extractor.
 - Hoover washer / dryer located in service cupboard.

• Heating - will be ceiling mounted fan coil units supplemented by

- Bathrooms are complemented with
- Water will be with a hot water cylinder & immersion elements
- Recessed lighting to kitchen, bathroom & hallway. Wall lighting
- Chrome sockets & switches (white sockets & switches used in 'out of sight positions).

BATHROOMS

- Cast iron double ended baths.
- Three way shower diverter with rain shower head, hand held shower & bath spout (for bath set up).
- Two way shower diverter with rain shower head & hand held shower (for ensuite set up).
- Vanity unit.
- Recessed mirrored cabinet above basin.
- Wall hung WC.
- Ceramic 600mm x 600mm feature tiled wall behind the bath.
- Chrome heated towel rail.
- Shaver socket (within mirrored cabinet).

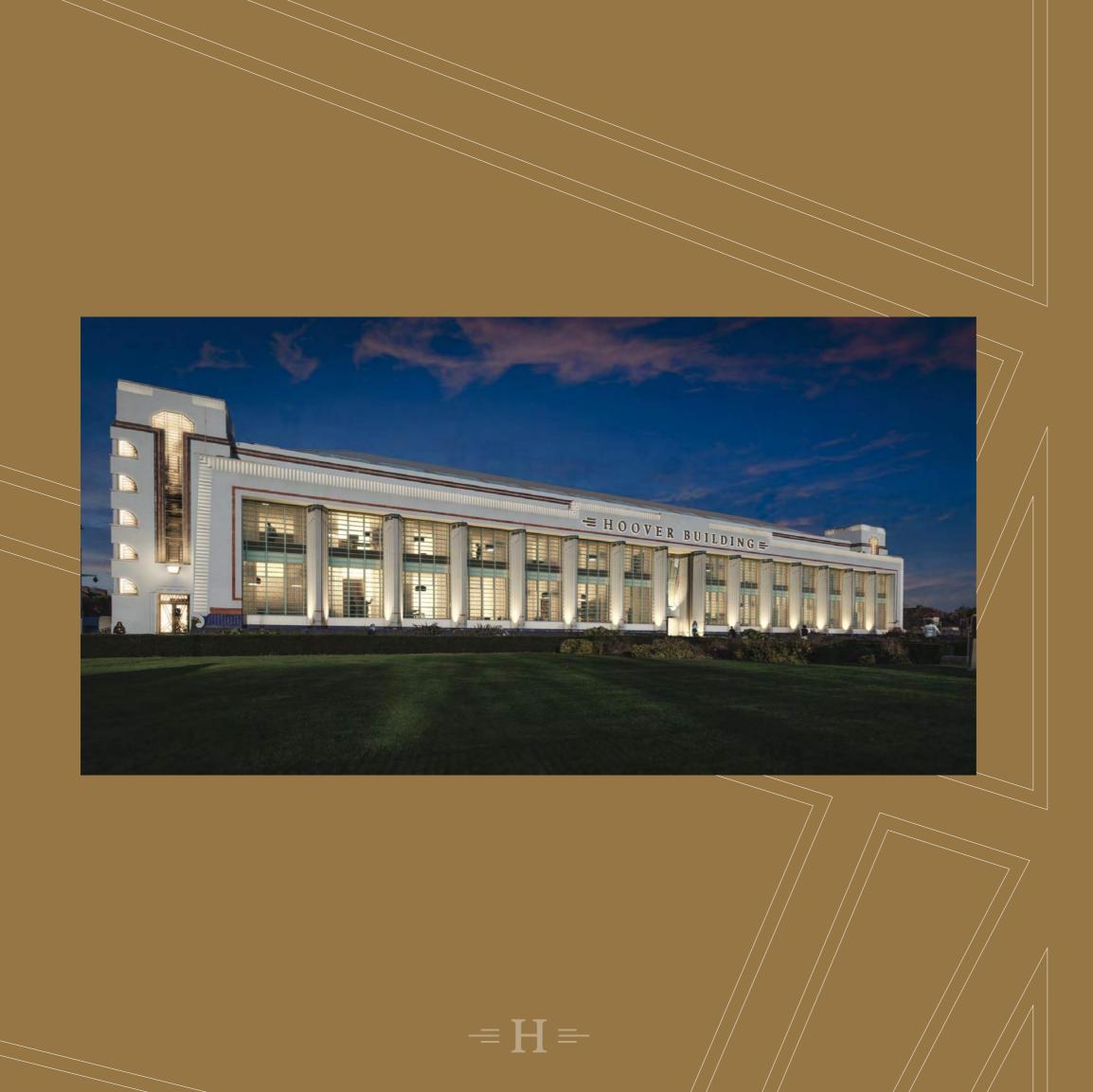
FLOORING

- Hardwood oak flooring throughout the living room & entrance hall.
- Carpet in bedrooms.
- Ceramic 600mm x 600mm tiled floor in bathrooms.

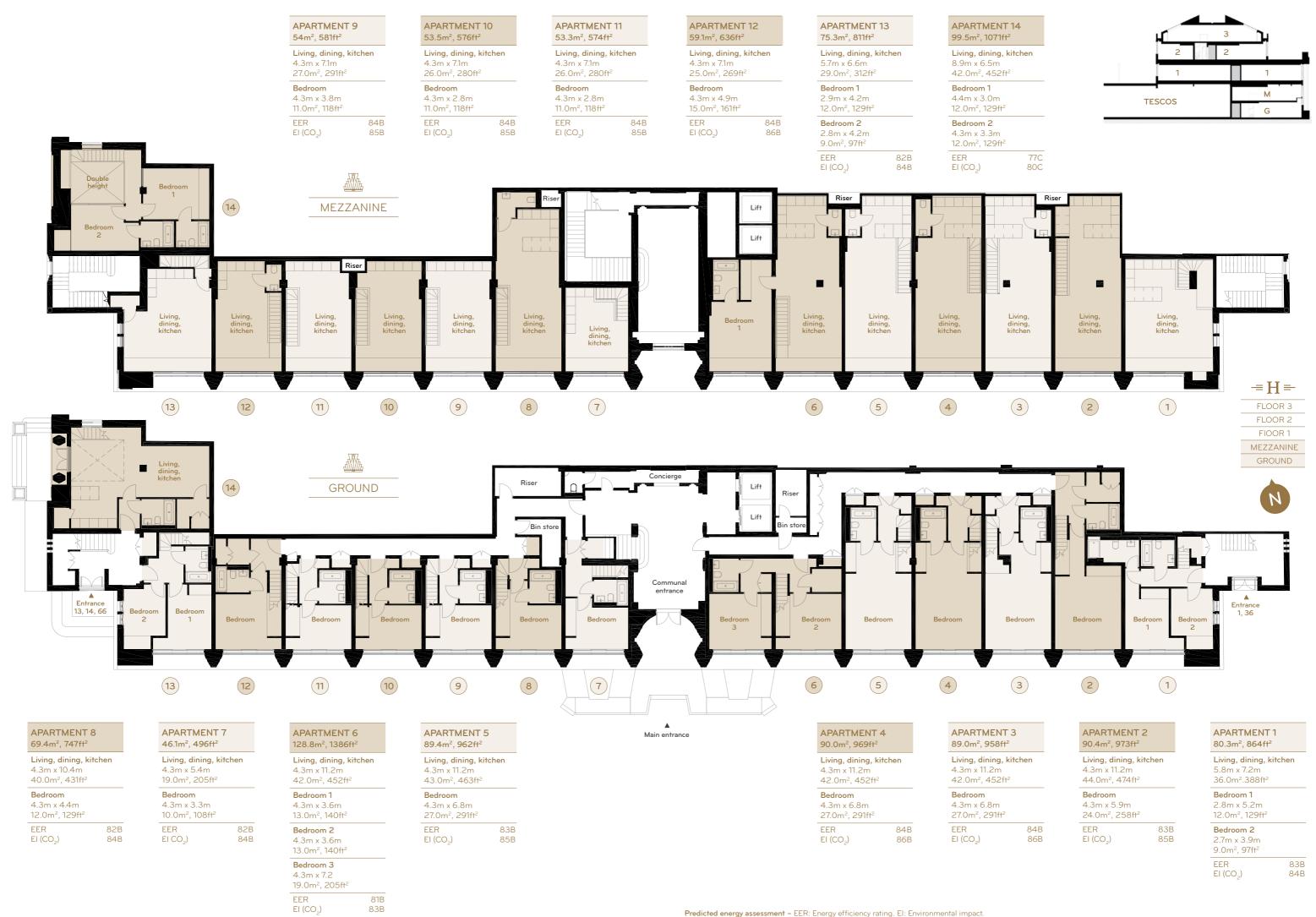
DETAILED DESIGN

In light of our sustainability policy, the following measures have been implemented:

- Breeam Rating 'Excellent'.
- High performance double glazed secondary glazing sitting behind the listed Crittall windows.
- Thicker walls & roofs to allow for increased u-values in excess of current regulations.
- Bike store with CCTV monitoring & keyless fob only access.
- Bin store with CCTV monitoring & keyless fob only access.
- Maximized light & space to allow for more natural daylight.
- Sealed building with acoustic detailing & specifications for increased acoustic performance.

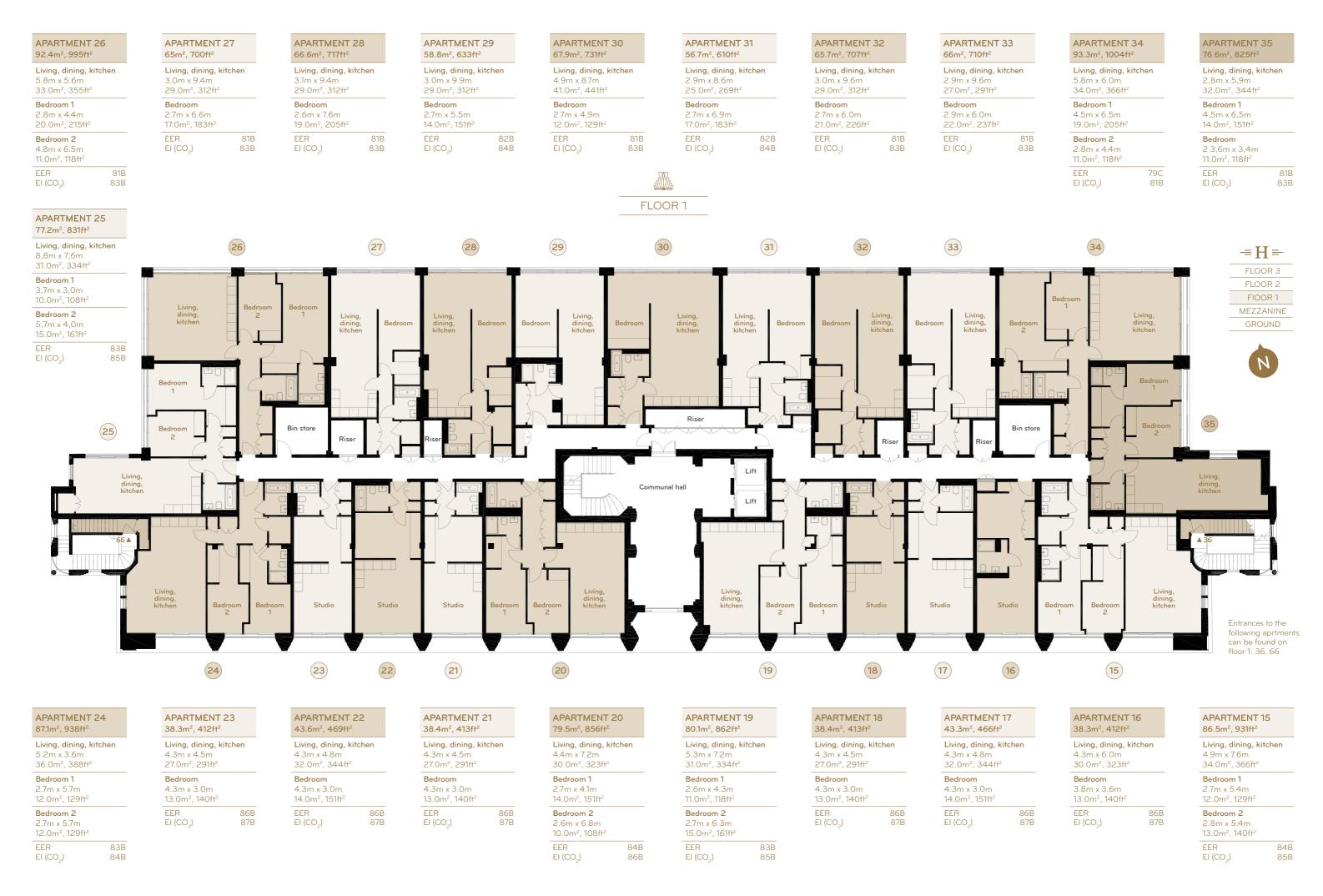


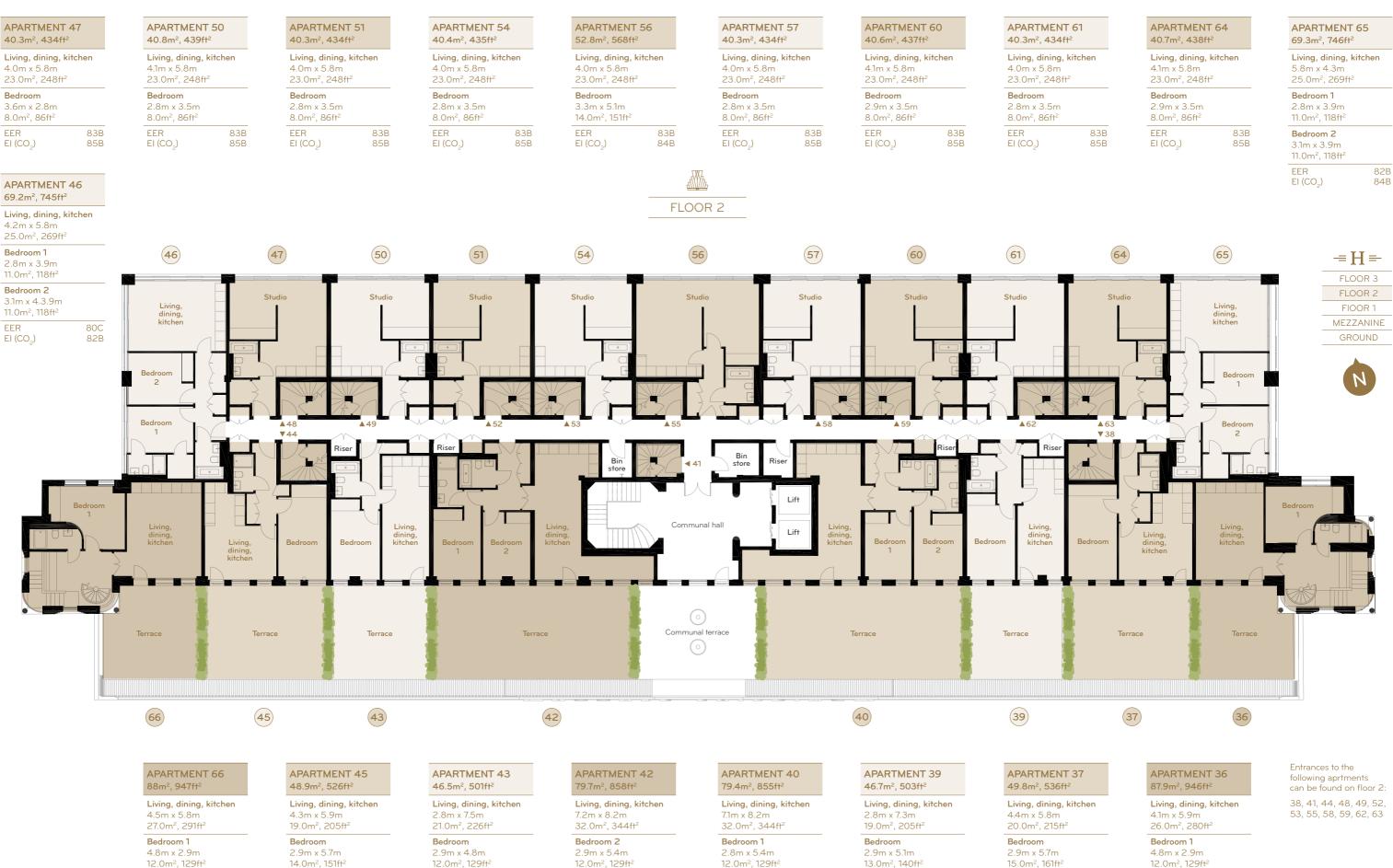




All measurements are gross internal areas. Room sizes may be subject to minor alterations Please refer to hooverbuilding-ub6.com for the most up-to-date floor plans

Head Office: IDM Properties LLP, Office B, West Gainsborough, 1 Poole Street, London N1 5EA. +44 (0)20 7739 1650 mail@idmproperties.com idmproperties.com





APARTMENT 66
88m², 947ft²

12.0m², 129ft² Bedroom 2 3.8m x 4.6m 11.0m², 118ft²

EER

EI (CO₂)

APARTMENT 45 48.9m ² , 526ft ²					
Living, dining, kitchen 4.3m x 5.9m 19.0m ² , 205ft ²					
Bedroom 2.9m x 5.7m 14.0m ² , 151ft ²					
EER EI (CO ₂)	85B 87B				

46.5m ² , 501ft ²							
Living, dining, l 2.8m x 7.5m 21.0m ² , 226ft ²							
Bedroom 2.9m x 4.8m 12.0m ² , 129ft ²							
EER EI (CO ₂)	86B 87B						

APARTMENT 42 79.7m ² , 858ft ²	
Living, dining, kitch 7.2m x 8.2m 32.0m ² , 344ft ²	en
Bedroom 2 2.9m x 5.4m 12.0m ² , 129ft ²	
Bedroom 1 2.9m x 4.1m 10.0m ² , 108ft ²	
EER EI (CO ₂)	84B 85B

PARTMENT 40	
.4m², 855ft²	

12.0m², 129ft² Bedroom 2 2.8m x 4.1m 10.0m², 108ft² 83B 85B EER EI (CO₂)

APARTMENT 39
46.7m ² , 503ft ²

ning, kirchen	
3m	
205ft ²	
.1m	
40ft ²	
86B	
88B	

EER EI (CO₂)

EER

EI (CO₂)

77C

79C

Bedroom 2

4.7m x 3.4m

EER

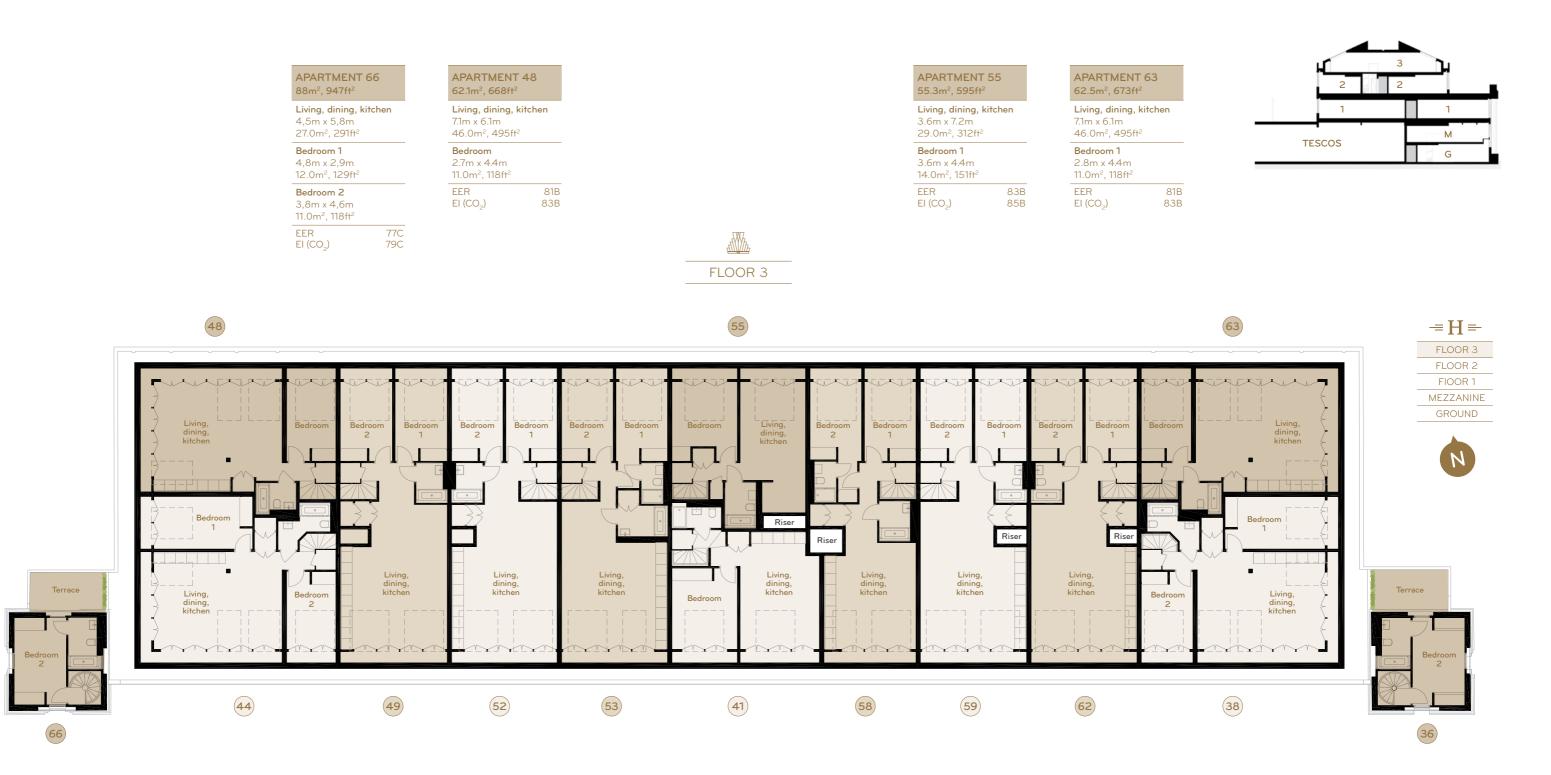
EI (CO₂)

12.0m², 129ft²

77C 79C

85B

87B



APARTMENT 77.5m², 834ft²		APARTMENT 87.6m ² , 943ft ²		APARTMENT S 86.5m ² , 931ft ²	52	APARTMENT 87.1m ² , 938ft ²	53	APARTMENT 41 56.1m ² , 604ft ²		APARTMENT 58 80.6m ² , 868ft ²		APARTMENT 59 86.6m ² , 932ft ²		APARTMENT 62 86.4m ² , 930ft ²		APARTMENT 38 79.4m ² , 855ft ²		APARTMEN 87.9m ² , 946f	PARTMENT 36 7.9m², 946ft²
Living, dining, kitchen 7.1m x 5.4m 43.0m ² , 463ft ² Bedroom 1 2.9m x 5.4m 15.0m ² , 161ft ²		Living, dining, kitchen 5.9m x 8.0m 52.0m ² , 560ft ² Bedroom 1 2.9m x 4.4m 12.0m ² , 129ft ²		Living, dining, kitchen 5.8m x 10.3m 52.0m ² , 560ft ² Bedroom 1 2.8m x 4.4m 11.0m ² , 118ft ²		Living, dining, kitchen 5.8m x 10.3m 47.0m ² , 506ft ² Bedroom 1 2.9m x 5.9m 13.0m ² , 140ft ²		Living, dining, kitchen 4.4m x 6.5m 34.0m ² , 366ft ² Bedroom 1 3.6m x 4.5m 15.0m ² , 161ft ²		Living, dining, kitchen 5.1m x 5.9m 39.0m ² , 420ft ² Bedroom 1 2.9m x 6.7m 13.0m ² , 140ft ²		Living, dining, kitchen 5.9m x 10.3m 51.0m ² , 549ft ² Bedroom 1 2.9m x 4.4m 11.0m ² , 118ft ²		Living, dining, kitchen 5.8m x 18.0m 51.0m ² , 549ft ² Bedroom 1 2.8m x 4.4m 11.0m ² , 118ft ²		Living, dining, kitchen 5.4m x 7.0m 43.0m ² , 463ft ² Bedroom 1 2.9m x 5.5m 15.0m ² , 161ft ²		Living, dining, kitchen 4.1m x 5.9m 26.0m ² , 280ft ² Bedroom 1 4.8m x 2.9m 12.0m ² , 129ft ²	
EER EI (CO ₂)	83B 85B	EER EI (CO ₂)	83B 85B	EER EI (CO ₂)	83B 85B	EER EI (CO ₂)	83B 85B			EER EI (CO ₂)	83B 85B	EER EI (CO ₂)	83B 85B	EER EI (CO ₂)	83B 85B	EER EI (CO ₂)	83B 85B	EER EI (CO ₂)	77C 79C

IDM'S DESIGN AND DEVELOPMENT TEAM

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CONTRACTOR: IDM Construction London Ltd Office B, West Gainsborough Studios, 1 Poole Street, London N1 5EA

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SOLICITORS: Stepien Lake LLP 43 Welbeck Street. London W1G 8DX

+44 (0)20 7467 3030 enquiry@stepienlake.co.uk stepienlake.co.uk



IDM GROUP OF COMPANIES

PROPERTIES

IDM is a property services operation Property Investment & Property Deve

IDM aims to bring above average retu stakeholders. This core objective is a divisions, each complementary to on 40 years'+ experience in property de deliver excellent value to our custome developments in which people can w



Whether you are looking for residenti insurance or protection planning, we are a leading UK financial services in advice to help you make the right cho

We specialise in the property market and insure any property type or need

IDM'S RECENT DEVELOPMENTS



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ROSEBERY HOUSE East Street, Epsom KT17 1B



DOLPHIN HOUSE Windmill Road, Sunbury TW16 7HE



TRIANGLE COURT Camberwell New Road, London SE5 0TF



DUMAYNE HOUSE Fox Lane, London N13 4AB



CHANNELSEA HOUSE Canning Road, London E15 3ND



WADDON HOUSE Stafford Road, Wallington CR0 4NN



KANE HOUSE West Green Road, London N15 3QR



Our construction division has a dyna project, meaning we can move guick from tender and procurement to on-IDM construction is able to retain ful program it manages and essentially and financials; two fundamental con-

With the volume of property that IDM own agency that deals with all our sa instructions. If you are looking at an

be able to offer a full service arrangi once you have completed the purcha

DEVELOP INVEST



MANAGE

IDM's Property Management departm of any sized buildings from a single

If you are looking at an investment pr to offer a full service carrying out the

IDM Interiors offers a wide range of f properties. Whether you are investors fully furnished rental properties or yo home, we offer a tailored service bas

IDM can also offer a bespoke interior you and help you achieve your vision for your home.

Cocoon Offset is a top quality, 100% recycled, uncoated offset paper with excellent whiteness (CIE 150). Cocoon offers an ultra smooth surface, consistent finish and excellent printability along with the best opacity. By choosing Cocoon Offset, you will never have to mak a choice between whiteness and environmental credentials. 100% recycled, 100% white: 80 - 350 gsm

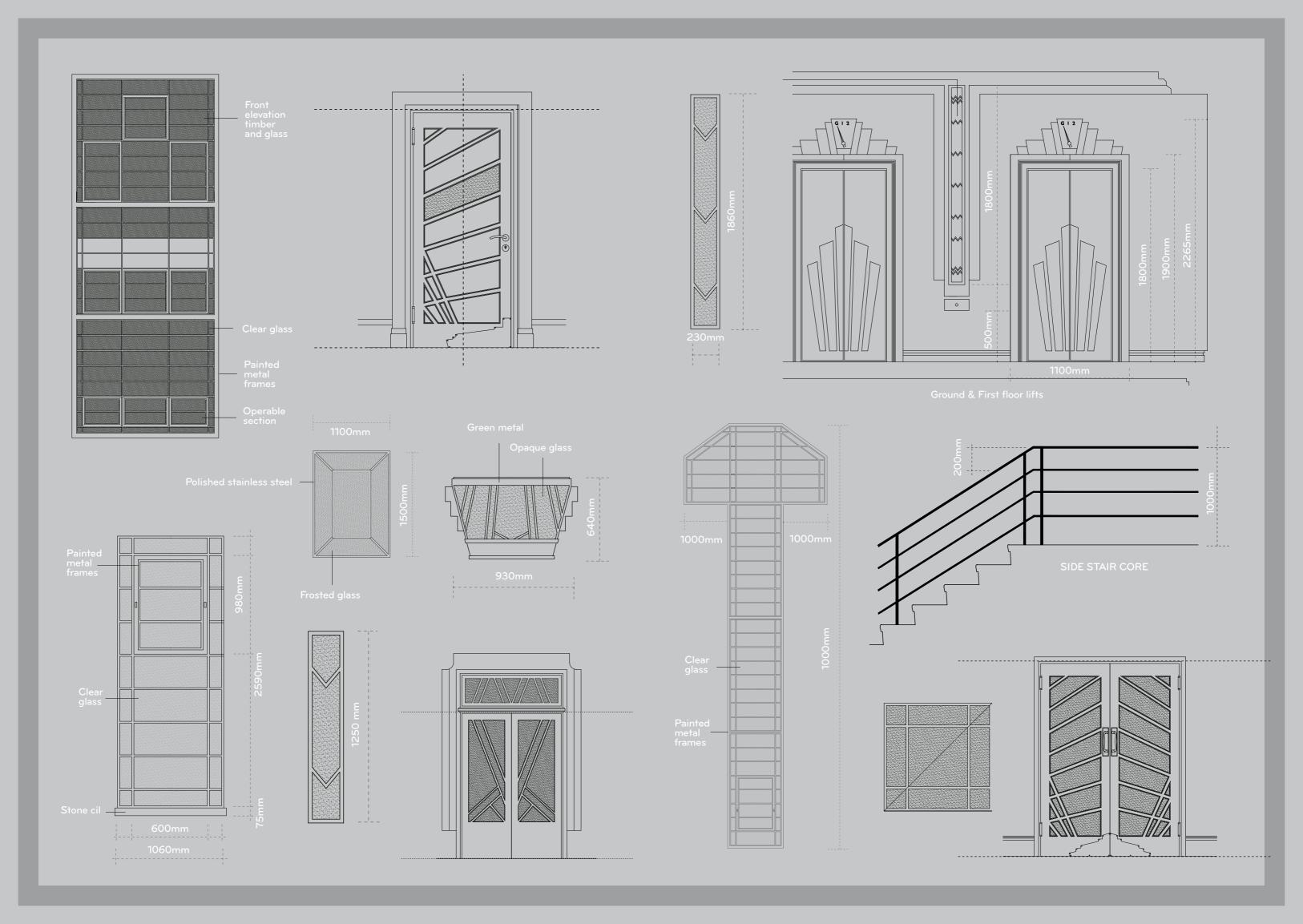
freeholds of large mixed use building of property services for residential pr developers. IDM always retain the fre and carry out the block management been completed.

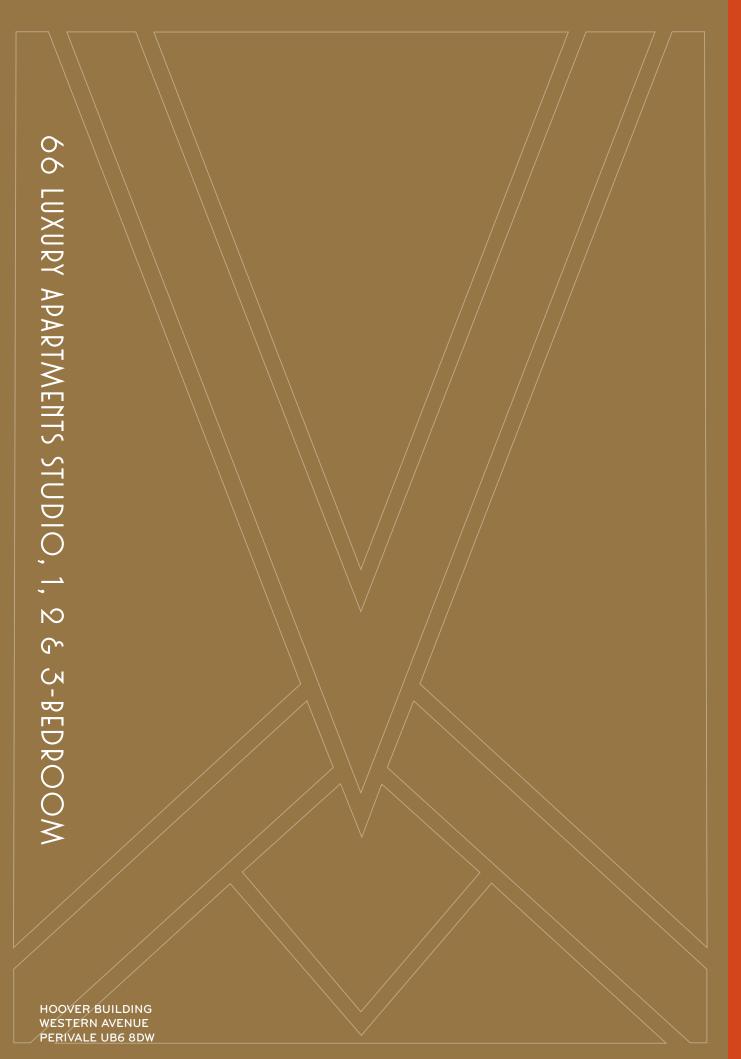
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which encompasses elopment. achieved through all our be another. By utilising our evelopment, our mission is to ers by providing high quality vork, live and play.	Head Office IDM Properties LLP Office B, West Gainsborough, 1 Poole Street, London N1 5EA +44 (0)20 7739 1650 mail@idmproperties.com idmproperties.com
ial or investment property finance, e can find a solution for you. We ntermediary offering independent oices for your circumstances. and we can finance I that you may have.	mail@idmpf.com idmprivatefinance.com
imic and flexible approach to each ly through the development cycle site construction and completion. I control of each development keep a tight reign on the timelines tributors to project success.	mail@idmconstructionlondon.com idmconstructionlondon.com
I develop and sell we have our les as well as third party investment property IDM will ng the letting of your property ise.	mail@idmestates.com idmestates.com
ment will take on the management flat for a private landlord to gs. We offer a complete range roperty owners, landlords and echolds of our own developments t once the development has property IDM will be able e management of your property use.	mail@idmpm.com idmpm.com
furniture solutions for residential s requiring a complete package for ou simply need a sofa for your new sed on your individual needs. r design service to inspire	mail@idminteriors.com idminteriors.com

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