

ALTO

A stunning new landmark for London

# ALTO

*Alto is the high point of North West Village, located within Wembley Park, the dynamic 85 acre regeneration scheme that's bringing new energy to this iconic London quarter.*

Alto's striking towers set a new benchmark for sophisticated urban living. Beautifully designed and meticulously finished, most of the apartments have their own outdoor space or a balcony that looks across the private courtyard garden or the newly created, formal landscape of Elvin Square Gardens. Residents benefit from an exclusive concierge service and gym, whilst the larger 'village' offers fantastic designer shopping, as well as excellent dining and entertainment.

For anyone who works in the Capital or simply loves the buzz of metropolitan life, this is an unrivalled opportunity – a chance to live in what is destined to become an icon of the London skyline, with fast and easy connections to everything this great city has to offer.

London's evolving architecture

# A NEW LANDMARK FOR LONDON

*Standing tall with some iconic London architecture, Alto offers a modern, elegant, new dimension to the skyline.*



ALTO

BOND STREET

SOHO

THE SHARD

TATE MODERN

CITY HALL

TOWER BRIDGE

BT TOWER

WEMBLEY STADIUM

REGENT'S PARK

ST PAUL'S CATHEDRAL

THE CITY

# LONDON'S VIBRANT NEW VILLAGE

*North West Village has a dynamism that is all its own. Balancing quality apartments with landscaped green spaces, its designers have created a fresh London quarter with real character, enhanced by new shops, restaurants and leisure facilities.*



FRYENT COUNTRY PARK

LYCEE FRANCAIS SCHOOL

ALTO

WEMBLEY PARK STATION

BRENT CIVIC CENTRE

HILTON HOTEL

THE SSE ARENA, WEMBLEY

LONDON DESIGNER OUTLET

WEMBLEY STADIUM STATION

The ultimate in architectural elegance

# ALTO: LONDON'S STYLISH, MODERN LANDMARK

*Alto's graceful towers gleam with reflected light as they step up to their full 19-floor height to enhance the skyline above Wembley Park.*

Inspired by its historic location and leading-edge design, this is architecture that respects its setting and sits in perfect harmony with the surrounding landscape.



Computer Generated Image of Alto, indicative only.

Inspired architecture and creative thinking are fundamental to London's new landmark

## DESIGNED TO PERFECTION

*Flanagan Lawrence, the architects of Alto, are a London-based practice. Their ability to combine inspirational design with an intuitive understanding of the ways in which real people aspire to live has earned them an enviable reputation and awards.*

From the outset, they set out to give North West Village a strong overall identity that respects and enhances its location, taking care to create a balance between the landscaped areas, public spaces and building elevations.

Their sensitivity to materials is on display throughout. Cool, light tones emanate a sense of intimacy within the buildings courtyard, whilst the perimeter elevations bring coherency and sophistication to the scheme.

At all times, the project responds to the ways in which the building's will be used, establishing a distinctive and contemporary design that sits harmoniously within its context.



Initial sketch from Flanagan Lawrence



Alto is a building driven by its relationship to its surrounding gardens and squares, and its own framed balconies and terraces which inspire the architectural composition

Jason Flanagan  
Architect

Space in harmony with life

## RHYTHM & LIGHT

*The internal courtyard garden has been carefully aligned to capture the sun, and make the most of the open vistas to south and north.*

The design of this exclusive green space complements the lines of the surrounding architecture. Incorporating soft and hard landscaping and using water features to delineate its separate areas, it offers residents the freedom to spend time on their own or the opportunity to meet. This is a private space to be enjoyed, somewhere to reflect and make a connection with nature.

Sensitive planting will provide year-round fragrance and celebrates the colours of the seasons.

View of the private Alto Water gardens courtyard, looking south towards The SSE Arena, Wembley



Computer Generated Image of the private Water Gardens Courtyard at Alto, indicative only.

A front door with a real sense of style

## MAKING AN ENTRANCE

*Alto's double-height lobby opens onto Elvin Square Gardens to form a light-filled transition between the public and private green spaces.*

An impressive and elegant overture to the world inside, this is a place to enjoy. Like the foyer of a boutique hotel, it offers an invitation to sit and relax, a stylish welcome for your visitors and somewhere to meet friends and neighbours.

It's also home to the concierge's desk which will take care of your deliveries and messages, as well as looking after the security needs of the development.



Computer Generated Image of the Concierge's reception at Alto, indicative only.



Stunning vistas worth looking out for

# LONDON AT YOUR FEET – ROOMS WITH A VIEW



Computer Generated Image, indicative only.

*Most of Alto's apartments have their own private balcony or terrace. Some look across the formal landscape of Elvin Square Gardens, others look down into the private courtyard garden. The higher penthouses and rooftop apartments invite wider views across London that intrigue by day and sparkle at night.*



Residents are free to use the superbly equipped Alto gym

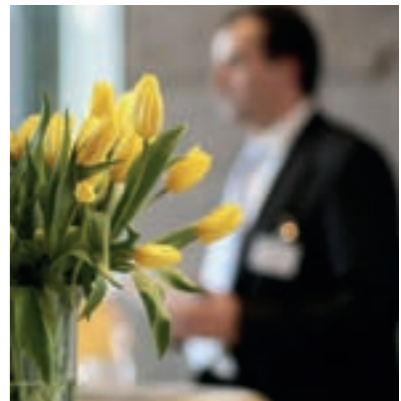
Living the life you want to live

## FIT FOR EVERY PURPOSE

*Alto isn't simply just about providing superior spaces in which to live, it's about enabling a better quality of life.*



This is 21st century living at its best and your concierge service will help you to make the most of it. The exclusive green spaces are there for you to enjoy on your own or with friends. Alternatively, relax and unwind in the Alto Spa or if you fancy something more energetic, you can always head to the superbly equipped, residents' gym.



Alto's concierge service is available to simplify busy lifestyles

Get out and about without going far

# RELAX, EXPLORE & ENJOY AT YOUR LEISURE

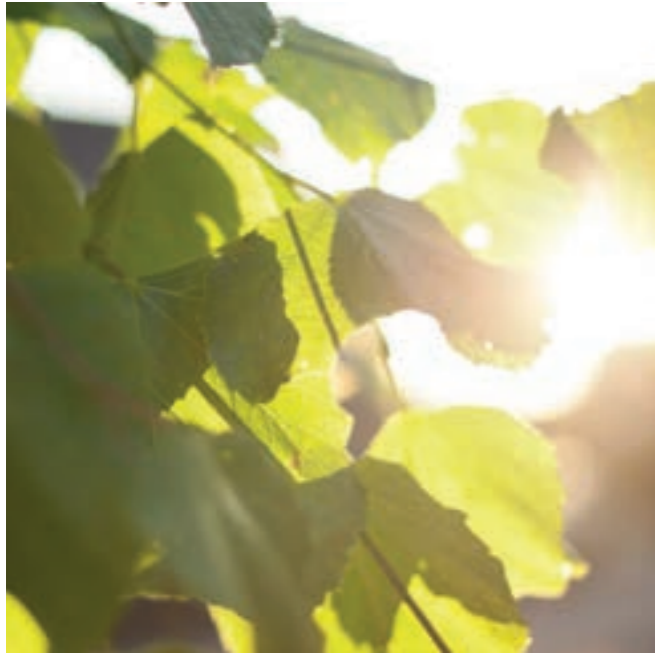
*For Alto's architects, open green space is not a luxury, it's an absolute necessity, and the landscape designers have risen to the challenge.*

Wembley Park as a whole has the same philosophy, incorporating generous open public areas, between the new developments, to create an urban park feel.

In fact, Wembley has always been fortunate with its green spaces. The nearby Edward VII Park, with its tennis courts and other outdoor sports facilities, has Green Flag status, the newly refurbished Vale Farm Sports Centre is set in extensive grounds and, just to the north, Fryent Country Park offers 254 acres of rolling fields and woodland.

And if you fancy escaping London altogether, you're within an easy drive of the Chilterns, perfect for a bracing walk or a quiet drink in a country pub.

Indicative landscaping images for Elvin Square Gardens at Alto



Computer Generated Image of the Elvin Square Gardens at Alto, indicative only.

A unique green space that's yours to enjoy

## A NEW SQUARE FOR LONDON

*To the front of Alto, the newly landscaped Elvin Square Gardens will provide a green breathing space and a pleasant, leafy route towards Wembley Park station.*

This public park takes its name from Sir Arthur Elvin, the man credited with making Wembley Park a world famous sporting venue and bringing the 1948 Olympics to the site. Its designers have created an open landscape that responds to its location offering distinct routes and generous spaces, interspersed with more intimate vistas. There's a dedicated play space for families, large expanses of lawn to maximise the sunlight and the views, and frequent seating. The park will be planted with London planes, a grove of silver birches and flowering cherry trees. 'Rain gardens' on its western edge capture storm water and enhance the scheme's biodiversity.

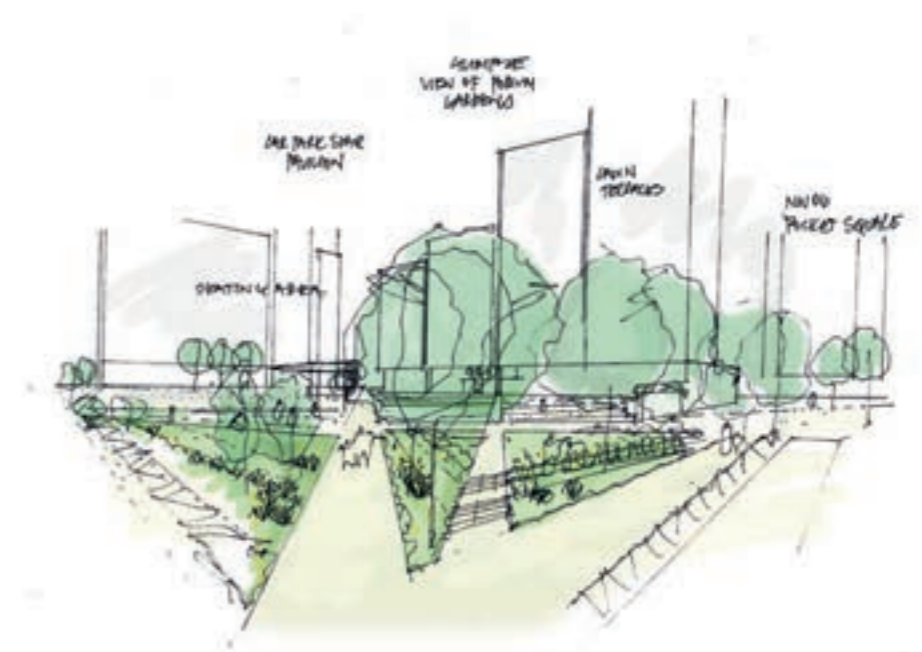


Computer Generated Image of the Elvin Square Gardens at Alto, indicative only.



Computer Generated Image of the Elvin Square Gardens at Alto, indicative only.

Artist's impression of the Elvin Square Gardens at Alto



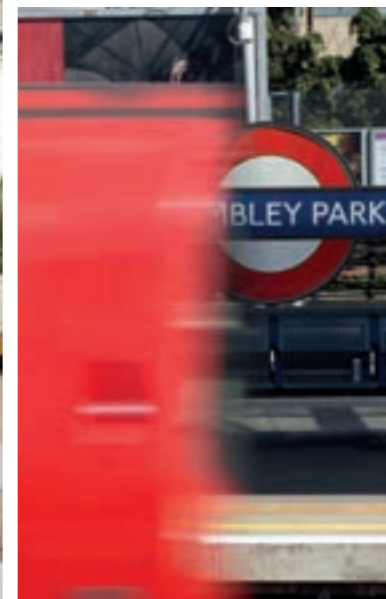
Wembley Park has made history for generations, and still does. With great shopping, restaurants and coffee shops and world-class events, it's also a great place to call home. ■



A thriving new London village

## WEMBLEY PARK — THE FUTURE OF LONDON

*Wembley Park is the residential, retail and entertainment heart of North West London. Its vibrant mix of vision, energy, and individuality is creating an exciting new community that epitomises the dynamism of today's Capital.*





This is living, London-style

# LIFE AND VITALITY

*There's a buzz about life in Wembley Park and it's getting louder. This is London at its most cosmopolitan, multicultural, it's a place that's really starting to go places.*



A perfect example of the dynamic new Capital in action, Wembley Park draws on a rich heritage to create an even brighter future. An established and welcoming community is being joined by new shops, restaurants, entertainment and leisure facilities. Beautifully designed apartments are bringing new life and new possibilities. Residents and visitors alike are already savouring the peaceful outdoor spaces and tree-lined boulevards.

## WEMBLEY PARK KEY FEATURES

- 85 acres
- 70+ retail outlets and restaurants
- 9-Screen Cinema
- 4\* Hilton Hotel
- 2 world-renowned entertainment venues
- 1 new square for London
- 1 new theatre - first in 25 years
- 18 mins to Bond Street
- 3 stops to Oxford circus



The perfect destination, whatever you want to buy

## SHOPPING PARADISE

*London is where the world comes to shop, for just about anything. Oxford Street, Bond Street, Knightsbridge – the top retail areas are all an easy tube journey away but you'll probably find yourself doing your shopping closer to home.*



Photograph of the existing London Designer Outlet.

A development by Quintain

Everything for the sophisticated shopper

# BEST OF THE HIGH STREET

*Explore the local shops and you'll soon find that the finer things in life don't always come with an enormous price tag.*



- Shops
- L K Bennett
- Superdry
- Gap
- Guess
- Bench
- Nike
- Adidas
- Marks & Spencer
- Lindt
- The Body Shop
- Phase Eight
- Sunglass Hut
- H&M
- Replay
- Next
- Rockport



On your first sight of Wembley Park's London Designer Outlet, you will think you've stumbled on a shopper's paradise. Here there are big name, brand labels at a fraction of the price you are used to paying. Discounts can reach as much as 70% in the 70 shops and restaurants which range from the trendiest fashion boutiques to familiar household names and offer everything from stylish clothes, accessories and sportswear to homeware.

And it's not all designer shopping. For those everyday essentials there's no shortage of neighbourhood shops whether you're looking for your daily bread or your weekly groceries.

Wembley Park also offers alternative shopping at their Sunday market or their new arts, antiques and vintage market.



When it comes to food, Wembley Park offers a world of taste sensations. Its restaurants and coffee shops reflect the area's multicultural heritage with Brazilian, Indian, Italian and Chinese some of the culinary temptations on offer. There's a wide range of places to drink, with pubs and bars, or you can simply drink in the view from the local Hilton's rooftop Skybar 9 or Icons Bar. The London Designer Outlet has really expanded the local menu with twenty

eating places under one roof with everything from pizza and pasta to dim sum.

Then of course, there's the whole of foodie London within easy access, offering cooking from over 70 countries, a choice of 64 Michelin-starred restaurants, innumerable pubs and bars and a lively street food scene.



#### Restaurants

Las Iguanas  
Jimmy's World Kitchen  
Ping Pong  
Pizza Express  
Cabana Brazilian  
Barbecue  
TGI Friday's  
Prezzo  
Nando's  
Wagamama  
Zizzi  
Frankie & Benny's  
Handmade Burger Co  
Coast to Coast

#### Cafés

Costa  
Pret A Manger  
Caffè Nero  
Chaboba  
Starbucks  
Subway

#### Bars

Metropolis Cocktail  
Bar & Lounge  
Club 2000 Lounge  
Sky Bar 9 at the  
Hilton  
Icons Bar at the  
Hilton

Make your choice from a global menu

## INTERNATIONAL FLAVOURS

*London's restaurant scene is second to none but, if you choose, you can happily eat your way around the world without ever leaving your home village.*





Left: Lighting the Olympic torch at Wembley Stadium in 1948

An area with a unique heritage

## LIVING WITH HISTORY

*There are few places in the world where a vibrant present still has a real and living connection to a glorious past. Wembley Park is one of them.*



Above right: Abba playing live at Wembley Arena in 1979

Above left: Installing signage for the 1948 Olympic Games

Wembley has had an indelible influence on British history since the construction of the original Wembley Stadium with its iconic twin towers. The centrepiece for the 1924-1925 British Empire Exhibition, it was opened by George V who made his first radio broadcast on the occasion. It went on to be a major venue for the 1948 Olympic Games and saw England defeat Germany in the 1966 World Cup final. And it's made more than sporting history. The stadium also played host to the 1985 Live Aid concert that electrified the world. The SSE Arena, Wembley, has also hosted major acts and artists every year since 1934.

The home of world-class sport

## THE BEAUTIFUL GAMES

*Fiercely fought FA Cup Finals and England Internationals have focused the eyes of the entire nation on Wembley but it's far more than the hallowed home of English football.*

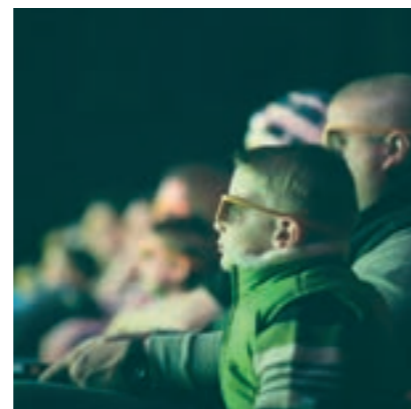


This is a truly global venue. The NFL has made Wembley its home for the International Series in 2015, the stadium will be hosting three more games. This year will also see two fixtures in the Rugby World Cup. And it remains one of the world's great international football stadiums, hosting England's three qualifying matches as the team bids to make the European Championship Finals in 2016.

London is building itself as a world centre of sport and we want to be part of that

Mark Waller  
Vice President, International NFL

Events you can enjoy at Wembley Park  
 England Internationals  
 NFL  
 Rugby World Cup  
 Colour Run  
 Hockey 5s  
 Strictly Come Dancing  
 Arenacross  
 Flame 2  
 Voice in a Million  
 X Factor Live  
 Run to the Beat  
 Cbeebies Live  
 Harlem Globetrotters  
 Disney on Ice  
 Doctor Who  
 Symphonic Spectacular  
 5 Seconds of Summer  
 Lord of the Dance  
 Michael McIntyre



The Hunger Games theatrical experience will launch in summer 2016 in a brand new purpose-built theatre next to Alto in Wembley Park. The Hunger Games will be staged using innovative and immersive staging techniques. The audience will sit in a 360-degree rotating auditorium that turns from set to set creating an unforgettable experience.

The arts and entertainment capital of the world

## TAKING CENTRE STAGE

*From stadium rock to multi-screen cinema, Wembley Park has a truly awe-inspiring choice of entertainment. And then, there's the rest of London.*

If you love sport, you're never far away from a great event. After all, Wembley Stadium and The SSE Arena, Wembley are right on your doorstep. Fancy something a bit different, though, and you'll be pleasantly surprised. There's dance and the performing arts, as showcased in the Street Dance XXL at the London Designer Outlet, destined to be an annual event after its launch last year. The local nine-screen cinema has a great programme of movies, from art-house to blockbuster. And from 2016, a new purpose-built theatre to host 1300 people is due to stage a live show based on The Hunger Games.

And, of course, you can always head into central London for opera and ballet in Covent Garden, plays and musicals in the West End, cinemas galore and an incredible variety of live music. The choice is virtually endless.

Ed Sheeran, ACDC and Foo Fighters will also be coming to Wembley in 2015.



Access all areas from Wembley Park

# CONNECTED ACROSS LONDON

*Alto is a great place to live if you need to get somewhere fast, for work or for play. The tube, rail and road links are truly excellent, giving you easy access to the whole of London, and beyond.*



The London Underground station at Wembley Park is less than a ten-minute stroll from your front door and from there, you can take the Jubilee or Metropolitan lines into the centre of the Capital. The tube will take you as far as Canary Wharf in Docklands without having to make a change.

Wembley Stadium National Rail station is equally as close, with fast non-stop links to London Marylebone and, from Wembley Central, you have access to the Bakerloo line and London Overground services.

And, if you're heading out of London, nothing could be easier. A five minute drive will take you to the A406 North Circular Road which connects smoothly to the M1, M40, M25 and the rest of the UK road network.

International travel is easy from Alto with links to London Gatwick, London Heathrow and London City Airport.

*Jubilee line will be 24-hour service from September 2015.*

ALTO	Baker Street 12 mins	Bond Street 18 mins	King's Cross St. Pancras 19 mins	Paddington 20 mins	Green Park 20 mins	Oxford Circus 21 mins	Waterloo 22 mins	Southwark 24 mins	London Bridge 25 mins	Victoria 25 mins	Leicester Square 27 mins	Liverpool Street 30 mins	Canary Wharf 34 mins	Heathrow Airport 49 mins
	Regent's Park Lord's Cricket Ground	Designer shopping Selfridges	Paris Gare du Nord 2hrs 30 mins	Heathrow Airport 15 mins via Heathrow Express ✈	Piccadilly Royal Academy of Arts Burlington Arcade	John Lewis Liberty Nike store Topshop	Southbank National Theatre Royal Festival Hall Haywood Gallery IMAX London Eye	Tate Modern	The Shard	Gatwick Airport 30 mins ✈	Theatreland National Gallery	Stansted Airport 27 mins ✈	London City Airport 16 mins ✈	New York 7hrs 5 mins ✈

\*Crossrail completion due in 2018. Source crossrail.co.uk  
London Underground travel times are approximate. Source TfL.



Imperial College  
London



Inspiring future generations

# THE WORLD'S FINEST UNIVERSITIES AND MORE

*London boasts some of the world's leading schools, colleges and universities, attracting students from across the world.*

The Capital is home to three of the world's top twenty universities\* - King's College London, University College London and Imperial College London - and most of central London's educational establishments are within half an hour's journey from Wembley Park on the London Underground. Middlesex University is close to Wembley Park, and Westminster University has a campus in nearby Harrow.

Harrow is also famous for its boys' school, founded in 1572 and less than three miles from Wembley. And a new French Lycée, scheduled to open in 2015, will expand the area's educational horizons.

\*QS World University Rankings 2013

Responsive and professional, we'll take care of it

# YOUR PROPERTY IN SAFE HANDS

*The Wembley Park Residential Team provides a complete lettings and management service to look after your investment at North West Village.*

Wembley Park Residential was established in 2008 to provide a one stop shop service to purchasers. The team soon discovered that the apartments would be popular with singles, couples and families alike and went on to develop a strong business with high occupancy rates and excellent rental levels. They have consistently maintained an occupancy rate in excess of 95% on all their properties. The success of our service can be attributed to three key ingredients:

#### LOCATION AND EXCLUSIVITY

We are based on site and deal exclusively with Wembley Park property, ensuring a superior service for clients and tenants. Our exemplary product knowledge means we can provide excellent management of our clients' assets, as well as being able to nurture the rental levels, creating a Wembley Park micro market within the wider Wembley private rented sector.

#### THE TEAM

The staff are professional, ARLA trained and have over 25 years lettings experience between them. With excellent relationships with tenants and landlords alike, they are recognised members of the business and residential community in Wembley Park, attracting high levels of client and tenant referral as a result.

#### COMPLIANCE

We are a compliant business, adhering to best practice in aspects such as professional inventories and referencing. We are also proud members of three UK industry regulatory bodies; Association of Residential Lettings Agents, The London Rental Standard and The Property Ombudsman.

## Wembley Park Residential

■ My time at Wembley Park over the last three years was such a good experience and I was sad to leave when my UK work contract in the City ended in January 2014. My lovely apartment, which provided me with comfort, safety, security, a good amount of facilities, hospitality and above all excellent support from the lettings team, was unforgettable. ■

Mr Luhana  
Tenant

Creating a stunning place to live in London

# QUINTAIN

*Quintain is a London property investment and development company, committed to creating great places where people can enjoy their busy lives.*

The company was listed on the London Stock Exchange in 1996 and has a current market capitalisation in excess of £0.5 billion with gross property assets of approximately £0.9 billion. Our investments are in London commercial and residential property.

At Quintain, we have built a great team to deliver the very best experience at Wembley Park; whether as a visitor to the iconic Wembley Stadium or The SSE Arena, Wembley, a guest at the 4\* Hilton Hotel or, now, a resident at the exciting North West Village. With its iconic history, great transport links and proximity to central London, Wembley Park is an exciting new London district.

Recent additions to Wembley Park include the opening of the new London Designer Outlet with its popular high street brands, nine-screen cinema, and a great choice of coffee shops and restaurants, that complement the 660 student rooms and the 4\* Hilton London Wembley, opened in 2012.

Quintain's commitment is to providing great quality and value, so you know your investment is secure.

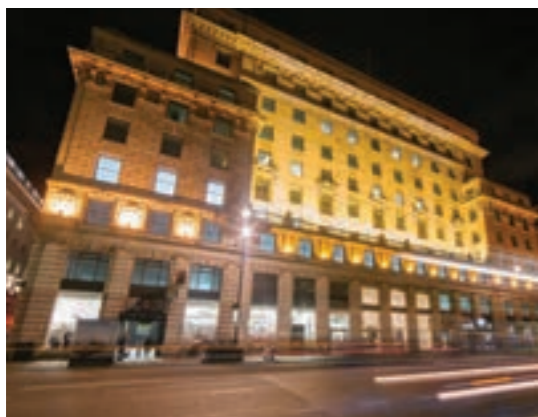
At North West Village our designers include Flanagan Lawrence Architects who have created highly desirable modern apartments and LDA Design who have designed inspiring gardens and public spaces.

Our lettings team has been active in the Wembley market since 2008 and currently operates at 98% occupancy rates for the apartments we manage on behalf of 150 private landlords. And our experienced estate management team has facilitated every major event at Wembley Park for the last 10 years and now manages the daily demands of the new London Designer Outlet centre.

The combination of dedicated teams and great talent ensures that North West Village will be a great place to live for generations to come.



# QUINTAIN



**Right**  
Hilton Hotel. The new 4\* Hilton London Wembley opened in summer 2012.

**Left**  
Devonshire House, opposite the Ritz Hotel in Piccadilly, W1. Refurbished and let by Quintain for record rents in 2012.

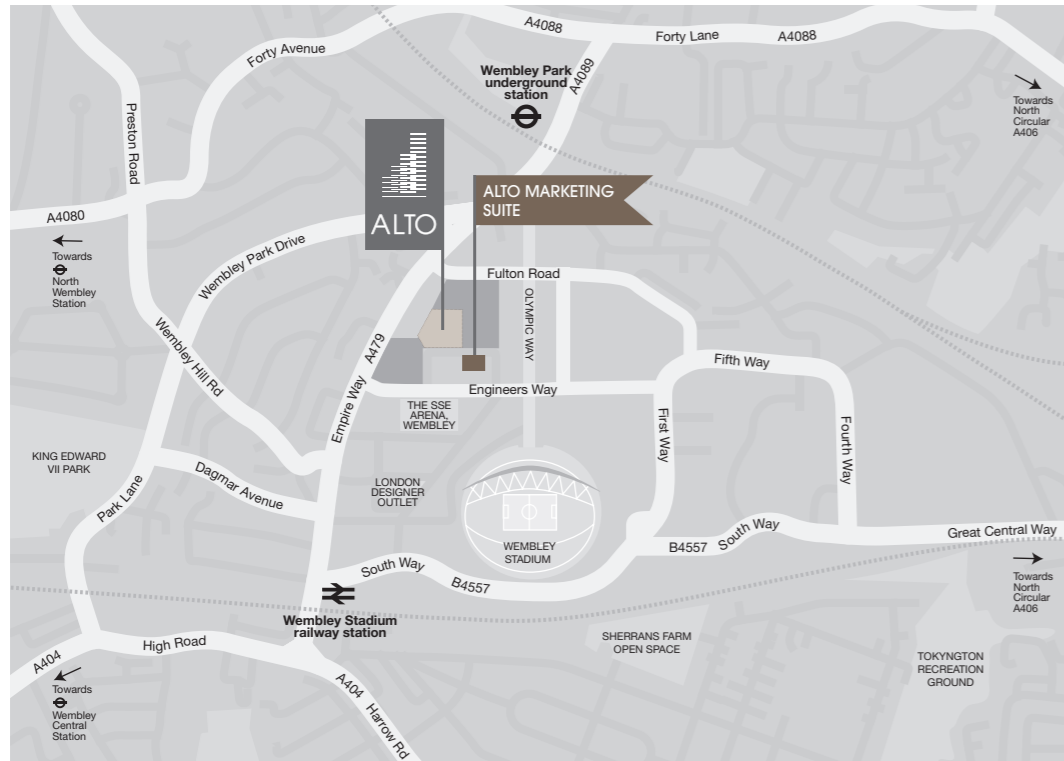




Showcasing Alto and all it has to offer

# ALTO – FIND OUT MORE

*Join us at our interactive marketing suite and find out more about our apartments available at Alto.*



Our customer services team will help you find out all you want to know about living at the Alto in Wembley Park. Our apartments are beautifully designed and meticulously constructed, paying attention to detail at every stage.

At Quintain we are building apartments that reflect the importance of our customers' investment but most of all they are simply apartments that people will appreciate.

ALTO MARKETING SUITE  
Market Square House  
Civic Centre  
3 Exhibition Way  
Wembley  
HA9 0JF

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QUINTAIN

[www.alto-apartments.com](http://www.alto-apartments.com)

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A development by Quintain



Q U I N T A I N

ALTO IS A DEVELOPMENT BY QUINTAIN ESTATES & DEVELOPMENT PLC

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