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LUXURY PENTHOUSES

# PRIVATE AIR

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## LUXURY HOMES

Volume 3 | Issue 2

THE ULTIMATE  
SAGAPONACK  
RETREAT







# BATTERSEA POWER STATION, REGENERATED

Luxury penthouses available  
at the epochal London structure

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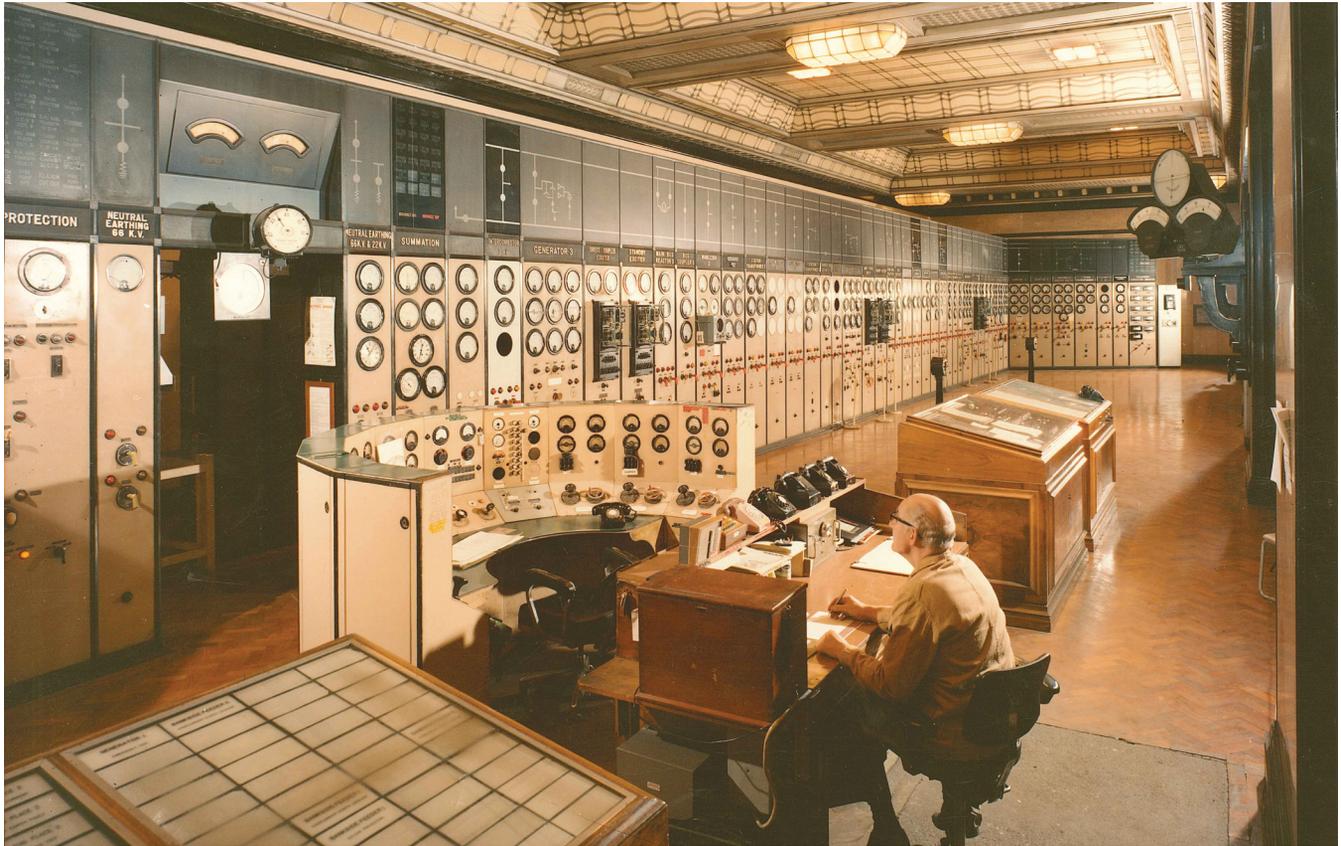
By: Will Noble

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## HISTORY OF THE POWER STATION

- 1830** The first electric lamps go into production.
- 1900** Electricity becomes common place on trams and in industry, powered by an unregulated patchwork of small private and public supplies.
- 1904** Government introduces Regional Electricity Commissioners to oversee competing interests. Committee reports make the case for a publicly owned unified power system.
- 1920** Francis Fladgate, Chairman of the Charing Cross Electrical Supply Co, heads up a confederation of ten electricity companies, The London Electricity Joint Committee, and presents the Government with an alternative vision of the power industry's future, under private ownership. The scheme includes a new London 'super-station' at the heart of the electricity network.
- 1925** The London Power Company (LPC) is formed by an Act of Parliament and succeeds The London Electricity Joint Committee.
- 1926** Electricity (Supply) Act is passed, which confirms plans to rationalise the national electricity supply.
- 1927** The LPC's scheme is approved by the Electricity Commissioners, with a 15 acre site in Battersea identified for the new super-station. Consent is won subject to the LPC taking precautions "for preventing as far as is reasonably practicable the evolution of oxides of sulphur" - no small task given, once in full operation, the boiler furnaces would emit 3.5 tons of sulphur per hour.
- 1927** Designers led by electrical engineer Dr Leonard Pearce, Engineer-in-Chief of the LPC, complete technical designs for Battersea's super-station, including a system to remove sulphur from the chimney gases. The method, using water and alkaline solutions to wash the gas as it passes through metal grills and teak slats, or 'scrubbers', is unprecedented and promises to remove 85% of sulphur from the gas emissions.
- 1928** Boroughs of Westminster, Chelsea and Kensington petition for a parliamentary bill to prevent any super-station being built within London. Concerns about irrevocable pollution damage to historical buildings and effects on house prices to the North of the river are raised by "a civilisation condemned to live under a pall of smoke and in the shadow of ugly buildings of its own devising" – Architects Journal.
- 1929** Parliament is forced to debate the LPC scheme, but with the gas-washing solution secured and the LPC's stance remaining firm on the cost benefits of a central rather than down river site, construction of steelworks begins.
- 1930** Battersea A begins to take shape: A boiler house with one flue and two chimneys, flanked with a lower, great turbine hall and switch rooms to the West. Plans to annexe Battersea A with a matching Battersea B move forward.
- 1930** Architect Sir Giles Gilbert Scott is appointed and tasked with connecting Battersea Power Station's architectural features. The steel frame is enveloped in a brick skin and the chimneys pre-cast in concrete. Distinctive fluting is designed for the brick cladding and chimney bases.
- 1931** Centenary year of Faraday's discovery of electromagnetic induction in electrical generation. A memorial stone is placed at Battersea Power Station in commemoration.
- 1932** Alexander Kennedy, the first of a fleet of colliers, is launched to deliver coal to The Power Station. Known as 'flat-irons' these flotillas had collapsible upper parts that allowed them passage under the low bridges of the Thames.
- 1933** The first two 69MW generating units in Battersea A begin operating.
- 1935** A further 105MW generating set completes Battersea A. Design and presentation throughout the finished building reflects its eminent position in the industry. Interior Turbine Hall A is panelled with Italian marble and such pride is taken in the shine of The Control Room's parquet floor that felt shoes are worn by all entering.
- 1935** The Electrical Times reports "World Record Efficiency! [Battersea Power Station] is entitled to wear blue ribands round its chimneys. A world record like this gives a world-wide boost to British electrical engineering ... the Battersea power house is perpetually in London's eye and is on the way to becoming a national symbol".
- 1936** Despite London's appetite for electricity rising, Battersea A reduces London's total coal consumption from 386,000 to 230,000 tons per annum. Plans for Battersea B are submitted.
- 1937** Sir Francis Fladgate dies after 45 years of service, with a knighthood to his name.
- 1937** Construction begins of Battersea B. With war imminent, brick and concrete covers are constructed for the turbo-alternators and shelters built over existing glass.
- 1939** Construction of Battersea B is set to continue throughout World War II, despite it being an enemy target. The Power Station is deemed vital to the war effort and, despite the war time shortage, is honoured with stainless steel for its Battersea B Auxiliary Control Room.



Old Control Room at the Battersea

- 1940** RAF pilots use plumes of white vapours from The Power Station's chimneys to guide them home in the mist. A Defence Regulation is hurriedly introduced to halt gas-washing and keep the Power House out of the enemy's eye.
- 1940** With the prospect of invasion, it is said that the Bank of England burnt large consignments of bank notes in the Power Station furnaces
- 1944** B station comes in to service.
- 1946** The Big Freeze – The Power Station is reduced to 1 week's supply of fuel as adverse weather conditions bring the country to a stand-still.
- 1947** Sir Leonard Pearce dies.
- 1948** The electricity industry is nationalised and The British Electricity Authority replaces the LPC.
- 1953** The last 100MW set is commissioned in Battersea B, bringing total capacity of the station to 509MW. Battersea is now generating a fifth of London's power, with 28 stations taking care of the rest.
- 1955** The fourth and final chimney is completed.
- 1964** BBC2's first night on air is blacked out as an electrical failure at Battersea Power Station and the resultant fire leads to station shut down.
- 1975** Battersea A ceases generation after 42 years. Last sets are taken off load by John Ambrose, a former station manager, who also operated the switch that brought the new sets into service in 1933.
- 1976** Pink Floyd suspends an inflatable pink pig between The Power Station's North chimneys, for its 'Animals' album cover. Chaos ensues when the pig breaks free and flies into a Heathrow flight path.
- 1978** First press reports of the Power Station's inevitable closure are published, sparking a national campaign to save the building as part of London's heritage.
- 1980** Secretary of State for the Environment, Michael Heseltine, lists Battersea Power Station as a building of special architectural and historical interest, with Grade II status.
- 1980** Editor of The Times Diary asks readers for suggestions for The Power Stations future and is overwhelmed with the response. One thing is certain, he wrote, "Londoners love Battersea Power Station".
- 1983** Battersea B ceases operations.
- 1984** Battersea Leisure wins a development competition run by The Department of Environment and The Central Electricity Generating Board with plans for a leisure and entertainment complex. Chairman John Broome announces 'The Battersea' will be "The jewel in London's pleasure industry crown".
- 1987** Battersea Leisure purchases The Power Station for £1.5 million.
- 1989** With initial demolition, including removal of the Boiler House roof and west wall, and decontamination programmes complete, funding runs out and Battersea Leisure goes bust.
- 1993** Parkview purchases the site for £10 million and embarks on a series of schemes and planning applications with Grimshaw Architects.
- 2006** December – Real Estate Opportunities (REO), 58% owned by Irish developer Treasury Holdings, purchases the site for £400 million and appoints Rafael Vinoly architects to devise a new master plan.
- 2010** London Borough of Wandsworth grant planning for 8.1m sq.ft. – the largest planning ever granted in the Centre of London.
- 2011** December – Following the collapse of the Irish Real Estate market, the Irish bank NAMA and Lloyds TSB foreclose on REO loans and Administrators Ernst and Young (E&Y) are appointed on BPS.
- 2012** March to May – E&Y market the site and Malaysian consortium comprising SP Setia, Sime Darby and Employees' Provident Fund emerge as the winners
- 2012** September – The purchase is complete.
- 2012** December – Chancellor confirms "loan and guarantee" to fund extension of the Northern Line with new stations being created at Nine Elms and at Battersea Power Station.
- 2012** December – London Borough of Wandsworth approves detailed planning permission for Phase 1 of the development.
- 2013** January – Sales of residential properties in Phase 1 get underway, beginning in London and generating unprecedented levels of interest, culminating in 75% of sales taking place in the first week.
- 2013** April – Transport and Works Act Order for extension of the Northern Line to Nine Elms and Battersea Power Station submitted to Secretary of State.
- 2013** Works begin on Phase 1 at Battersea Power Station



For decades, Battersea Power Station has stood as an icon on the banks of the Thames. The four-chimney behemoth was built as a coal-fired power station in two segments; the original structure was completed in 1933, with a further two chimneys erected 20 years later. Since being fully decommissioned in 1983, the Grade II-listed structure has been at the center of many stalled regeneration attempts. These have included notions to incorporate the power station's shell into a theme park, an urban park, and a football ground.

Now finally, 30 years on from its closure, Battersea Power Station is being given a new lease of life, as it is regenerated into luxury apartments, boutique shops, and public amenities. Work has already commenced, with the apartments available this year – and set to be some of most exclusive new real estate in London.

#### The Project Overview

Uruguayan architect Rafael Viñoly – the visionary

behind other grand projects such as 432 Park Avenue in New York and the Tokyo International Forum – is leading Battersea Power Station's upscale metamorphosis. With his ambitious and groundbreaking designs, Viñoly has, according to estate agents Knight Frank, “dared to imagine a destination that encompasses fine living,” and had “created a quarter that will define London.”

Certainly, Viñoly's vision is not one of half-measures. This regeneration project encompasses not only the power station itself, but will see the development of new-build properties around, as well as public spaces, amenities and even a high street. The investment – thought to be worth around \$13 billion – will see 3,500 new homes, 15,000 new jobs, and the most monumental regeneration of central London in recent memory.

#### Developing the Apartments

Interest in Battersea Power Station's luxury apartments





– sold by Battersea Project Holding Co. – has been unprecedented. Prices start from \$551,000 for a studio, \$691,000 for a one-bedroom apartment, \$1 million for two bedrooms, and \$1.4 million for a three-bedroom apartment. By Battersea Project Holding Co.'s own admission, there are very few apartments remaining in Circus West, part of the first phase of new buildings that will neighbor the old power station. For wealthier and most demanding prospective buyers, however, there is a mouth-watering ensemble of penthouses on offer.

Battersea Power Station's penthouses will offer residents unparalleled panoramas of north London, to be admired from the apartment's private terrace, winter garden, or rooftop lantern. Each penthouse will be individually designed by LINLEY Interior Design, a firm world-renowned for their artisan craftsmanship and attention to detail. In addition, Circus West penthouse owners will enjoy access to the private residents' club, featuring a triple height lobby area, private bar, cinema, library,

dining rooms, and a business center.

#### **Purchasing a Penthouse**

Penthouses, part of the first phase of the redevelopment, are expected to go on sale this coming April, with an estimated move-in date of 2016. The predicted cost of each penthouse is between \$41 and 49 million.

The fortunate few to own one of these riverside residences will be a short walk from sprawling Battersea Park, and a casual stroll across Chelsea Bridge into the heart of ever-fashionable Chelsea. As well as this, Westminster, Belgravia, Knightsbridge, and Mayfair will all be close by. With the British capital's property prices continuing to skyrocket, the investment in a Battersea Power Station penthouse seems a safe one. The true beauty of these properties, though, will be their unparalleled combination of luxury and location. ✈

*For more information on securing a Battersea Power Station penthouse, visit [batterseapenthouses.co.uk](http://batterseapenthouses.co.uk).*