



KING'S
ROAD
PARK

LONDON SW6

CREATED BY

St William

Designed for life



Peggy Porschen, Chelsea



WELCOME TO KING'S ROAD PARK LONDON SW6

Situated just 60 metres from the King's Road and close to the River Thames, King's Road Park is in one of London's most desirable locations. Perfectly located in Zone 2 and only a 10 minute walk from both an Underground and Overground station, this sought-after address is well connected and close to some of the very best amenities that London has to offer.

King's Road Park is a stylish collection of suites, 1, 2, 3 and 4 bedroom apartments and penthouses set within six acres of beautiful landscaping including a public park, square and residents' garden.

The world-class residents' facilities include a 25m swimming pool, vitality pool, sauna and steam room, golf simulator and games room, gymnasium, fitness studios, treatment rooms, 24-hour concierge, private dining room, residents' lounge with atrium, two cinema rooms and private meeting rooms.

King's Road Park is part of the Fulham Riverside Regeneration Area. This will provide over 1,800 homes and will see the restoration of three listed buildings set within the park and a new public square. 100,000 sq ft of commercial space will provide a choice of restaurants, bars and offices.

King's Road Park will be a fantastic place to live which celebrates everything London has to offer with landscape at its heart - all backed by the Berkeley Group and its commitment to quality, customer service and sustainability.

St William has worked with a team of renowned architects, landscape architects and interior designers to create our vision for King's Road Park.

"King's Road Park will transform a hidden part of London's heritage, to create a new sustainable neighbourhood set within a beautiful park, truly designed for life".





THE FUTURE IS BUILT FROM WHAT HAS BEEN
PAST ENERGY, THEN RESTORED
AND RECREATED TO
WELCOME YOU TO A LANDSCAPE DREAM.

AT ITS HEART, A CENTRAL PARK
THAT BREATHES.
BIRDSONG, SHADED MEETING PLACES.
AND PATHS THAT LEAD TO FURTHER
POSSIBILITIES.

MEANDER, RUN OR CYCLE.
YOU CAN CHOOSE.
A BISTRO MEAL. A TRANQUIL SPOT TO READ.
OR DOWN KING'S ROAD
TO SEE WHAT'S NEW.

EACH DAY, YOU BUILD FRESH
MEMORIES. THEN LATER, RAISE A GLASS TO
FAMILY, FRIENDS. IN A HOME THAT FITS.

FIT FOR ROYALTY.



*The entrance to King's Road Park showing
The Wren and The Windsor.*

Computer generated image of King's Road Park, indicative only.

KING'S ROAD PARK
LONDON SW6

- HYDE PARK
- HARRODS
- KING'S ROAD
- BLUEBIRD CAFÉ
- SLOANE SQUARE
- DUKE OF YORK SQUARE
- THE IVY
- THE CITY
- THE SHARD
- BATTERSEA PARK
- CHELSEA HARBOUR
- IMPERIAL WHARF
- RIVER THAMES
- CHELSEA HARBOUR PIER



*Views of The Beaumont and
The Windsor from the park at dusk.*





The Ivy, Chelsea Garden



The iconic
KING'S ROAD

A FANTASTIC LOCATION

The King's Road is a relaxed and creative part of London, where fine dining, excellent shopping, art and culture are all part of the sophisticated and enviable lifestyle.

King's Road Park is conveniently located just 60 metres from the King's Road.



1600s



HERITAGE

In the 17th century, King Charles II travelled to the royal palace at Kew along 'the King's Road'. Only a privileged few could access the road, using a special copper token stamped with 'The King's Private Road' on one side and the monarch's monogram on the other. Today, examples of these are embedded in the pavement at Duke of York Square.

The King's Road was at the heart of a fashion revolution and gained global recognition.

1960s



FASHION

By the 1960s the King's Road was the epicentre of fashionable 'Swinging London' and gaining global attention. Famous designers, such as Mary Quant, led the world in creating innovative fashion from premises on the King's Road.

1915



ASTON MARTIN

Bamford & Martin Ltd was founded at 16 Henniker Place in West Kensington, just off Fulham Road on 15th January 1913. They produced their first Aston Martin car, the Coal Scuttle, in March 1915.

1970s



MUSIC & CULTURE

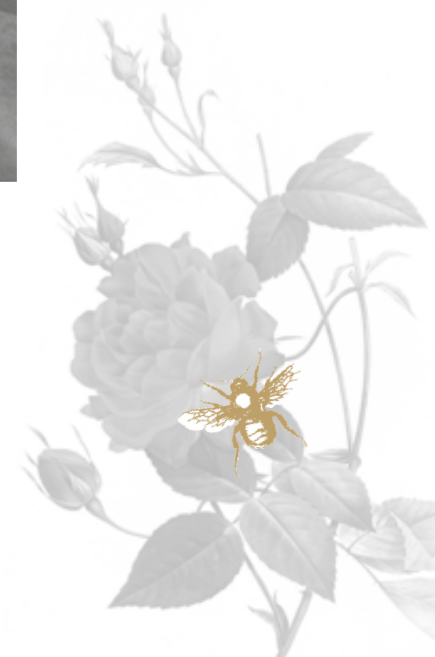
Rock stars, from The Beatles and The Rolling Stones to Jimi Hendrix and Led Zeppelin, were familiar faces. The 1970s punk movement, led by Malcolm McLaren and Vivienne Westwood, began here, shifting the fashion and music industry on its axis once again.



TODAY

REINVENTION

From the heady days of the 60s and 70s, when the King's Road was the centre of fashion, music and cultural change, the area has now been reinvented as a distinguished place where sophisticated shopping, dining and culture take centre stage.



Shopping & Dining

There can be little doubt that this area of London is perfect for shopping. You will find everything you could wish for – designer couture and unique boutique fashion; antiques and collectibles; vintage or cutting-edge contemporary interiors; the finest cosmetics and indulgent scents.



📍 Harrods, 87-135 Brompton Road, Knightsbridge 🕒 16 mins



DUKE OF YORK SQUARE

A historic part of the King's Road, now transformed into a delightful square with boutique shops, restaurants and cafés, and a wonderful weekly artisan market.

📍 80 Duke of York Square 🕒 10 mins



📍 Design Vintage, 224 King's Road, Chelsea 🕒 9 mins

BLUEBIRD RESTAURANT & CAFÉ

In a gleaming Art Deco building, the Bluebird Chelsea is a London landmark serving the best of modern European cuisine. Enjoy alfresco dining in the courtyard, or cocktails in the circular bar.

📍 350 King's Road 🕒 7 mins



THE IVY, CHELSEA GARDEN

Sister establishment to the original Ivy in Covent Garden, this sophisticated yet relaxed restaurant is often decorated with glorious floral arrangements inside and out.

📍 195 -197 King's Road 🕒 8 mins



📍 Roco Chocolates, 321 King's Road, Chelsea 🕒 7 mins

Culture & ENTERTAINMENT



SAATCHI ART GALLERY

Contemporary art at its finest, and often most controversial, can be found at the Saatchi Gallery. Housed in the Grade II Listed former Duke of York's Headquarters building, the gallery is known for launching the careers of many new artists.

Duke of York's HQ 10 mins

Journey times from Google maps during daytime traffic and indicative only



RHS CHELSEA FLOWER SHOW

Breathtaking floral displays make a dramatic statement at the annual RHS Chelsea Flower Show. This is London's most famous garden and flower festival, celebrating the best in horticulture and garden design such as this garden exhibit from 2018.

Ranelagh Gardens, Royal Hospital Road 8 mins

ROYAL COURT THEATRE

For over 60 years, the Royal Court Theatre in Sloane Square has championed groundbreaking young writers who challenged conventional thinking, among them Athol Fugard, Caryl Churchill, David Hare and Sarah Kane. The theatre is perhaps most closely associated with John Osborne, whose play *Look Back in Anger* debuted here.



Sloane Square 10 mins



Sloane Square 10 mins

CHELSEA FOOTBALL CLUB

One of the English Premier League's leading teams, known around the world for their international line-up and stylish play. Chelsea's ground, Stamford Bridge, is less than a mile from King's Road Park.

Stamford Bridge, Fulham Road 6 mins



Parsons GREEN

A short distance from King's Road Park is Parsons Green, a Conservation Area with a typical English village green at its centre. Once the country retreat of wealthy Londoners seeking respite from the busy city, Parsons Green is now a lively community with a distinctly laid-back lifestyle.



Parsons Green, 235 New King's Road 5 mins



BAYLEY & SAGE

A deli specialising in produce that is fresh and delicious at any time of year, whether that's fruit, vegetables, meat, cheese or just-baked bread. You can also buy tempting seasonal dishes prepared in Bayley & Sage's own kitchens.

30-34 New King's Road & 835, Fulham Road 3 mins



Little Waitrose, 8 Heathman's Road, Fulham 4 mins



THE HURLINGHAM CLUB

The internationally-renowned private members' club is set in 42 acres of spectacular grounds. Whilst retaining its quintessential English traditions and heritage, the club also provides state-of-the-art sports facilities for its members.

Ranelagh Gardens, Fulham 8 mins



THE WHITE HORSE


A lovingly restored traditional Victorian pub that serves great beer and wine, together with a gourmet menu. The beer garden at the front overlooks leafy Parsons Green.

1-3 Parsons Green 4 mins





Getting AROUND


FULHAM BROADWAY
 8
 minutes' walk to the District line
 0.4 mile


IMPERIAL WHARF
 9
 minutes' walk to the Overground
 0.5 mile


CHELSEA HARBOUR PIER
 17
 minutes' walk
 0.9 mile

Times taken from Google Maps and TFL.gov.uk and indicative only. Based on travelling at 8am Mid-Week.



Zone 2 TRANSPORT LINKS

 0.4 mile

UNDERGROUND FROM FULHAM BROADWAY

EARL'S COURT	4 MINS
VICTORIA	15 MINS
PADDINGTON	16 MINS
WATERLOO	26 MINS
KING'S CROSS	28 MINS

 0.9 mile

RIVER BUS FROM CHELSEA HARBOUR

BATTERSEA	10 MINS
EMBANKMENT	28 MINS
BLACKFRIARS	34 MINS
LONDON BRIDGE	40 MINS
CANARY WHARF	48 MINS



WALKING FROM KING'S ROAD PARK

KING'S ROAD	1 MIN
FULHAM BROADWAY	8 MINS
IMPERIAL WHARF STATION	9 MINS
PARSONS GREEN	13 MINS
CHELSEA HARBOUR PIER	17 MINS

 0.5 mile

RAIL LINKS FROM IMPERIAL WHARF

CLAPHAM JUNCTION	5 MINS
SHEPHERD'S BUSH	12 MINS
WATFORD JUNCTION	35 MINS
WILLESDEN JUNCTION	36 MINS
EUSTON	44 MINS

King's Road Park is close to three major transport hubs which afford residents easy access to London and the rest of the UK. With access to the river, residents can also enjoy the River Bus service along the beautiful Thames.



Albert Bridge, Chelsea



DRIVING FROM KING'S ROAD PARK

VICTORIA	12 MINS
PADDINGTON	20 MINS
WATERLOO	22 MINS
HEATHROW AIRPORT	26 MINS
CANARY WHARF	35 MINS





Acclaimed UNIVERSITIES



IMPERIAL COLLEGE LONDON

Imperial College London consistently ranks as one of the top ten universities in the world and has an international reputation for excellence in teaching and research. Imperial is committed to developing the next generation of researchers, scientists and academics through collaboration across disciplines.

📍 Imperial College London, 369 Fulham Rd 🚗 15 mins
(Chelsea & Westminster campus)



LONDON SCHOOL OF ECONOMICS (LSE)

London School of Economics is unique in its concentration on teaching and research across the full range of social, political and economic sciences. Like their home city of London, LSE is diverse, open to the world, vibrant and fully engaged in the conversations that truly matter.

📍 London School of Economics, Houghton Street 🚗 25 mins

London universities are considered to be some of the finest in the world and consistently top global rankings for higher education. Enjoy limitless opportunities across multiple disciplines to achieve your goals in education.

KING'S COLLEGE LONDON

Based in the heart of London, King's College is ranked as one of the top ten universities in the UK (QS World Rankings 2020). With nine faculties, institutes and schools, it is dedicated to the advancement of knowledge, learning and understanding.

📍 King's College London, Strand 🚗 24 mins
(Strand campus)



UNIVERSITY COLLEGE LONDON (UCL)

UCL is one of the world's best universities, consistently placed in the global top 20 in a wide range of world rankings. As a multi-disciplinary university, UCL is renowned for its teaching excellence in subjects from medicine to languages, law to engineering and history to astrophysics.

📍 University College London, Gower Street 🚗 28 mins



Times taken from Google maps - travelling from King's Road Park at 8:00am midweek and indicative only.



Universities*



1. IMPERIAL COLLEGE LONDON	15 MINS
2. KING'S COLLEGE LONDON	24 MINS
3. LONDON SCHOOL OF ECONOMICS	25 MINS
4. UNIVERSITY OF WEST LONDON	25 MINS
5. UNIVERSITY COLLEGE LONDON	28 MINS



Secondary Schools*



6. LADY MARGARET SCHOOL	6 MINS
7. FULHAM PREP SCHOOL	10 MINS
8. EMANUEL SCHOOL	12 MINS
9. ST PAUL'S GIRLS' SCHOOL	15 MINS
10. ST PAUL'S SCHOOL	18 MINS
11. HARRIS WESTMINSTER	18 MINS
12. THE GODOLPHIN & LATYMER SCHOOL	20 MINS



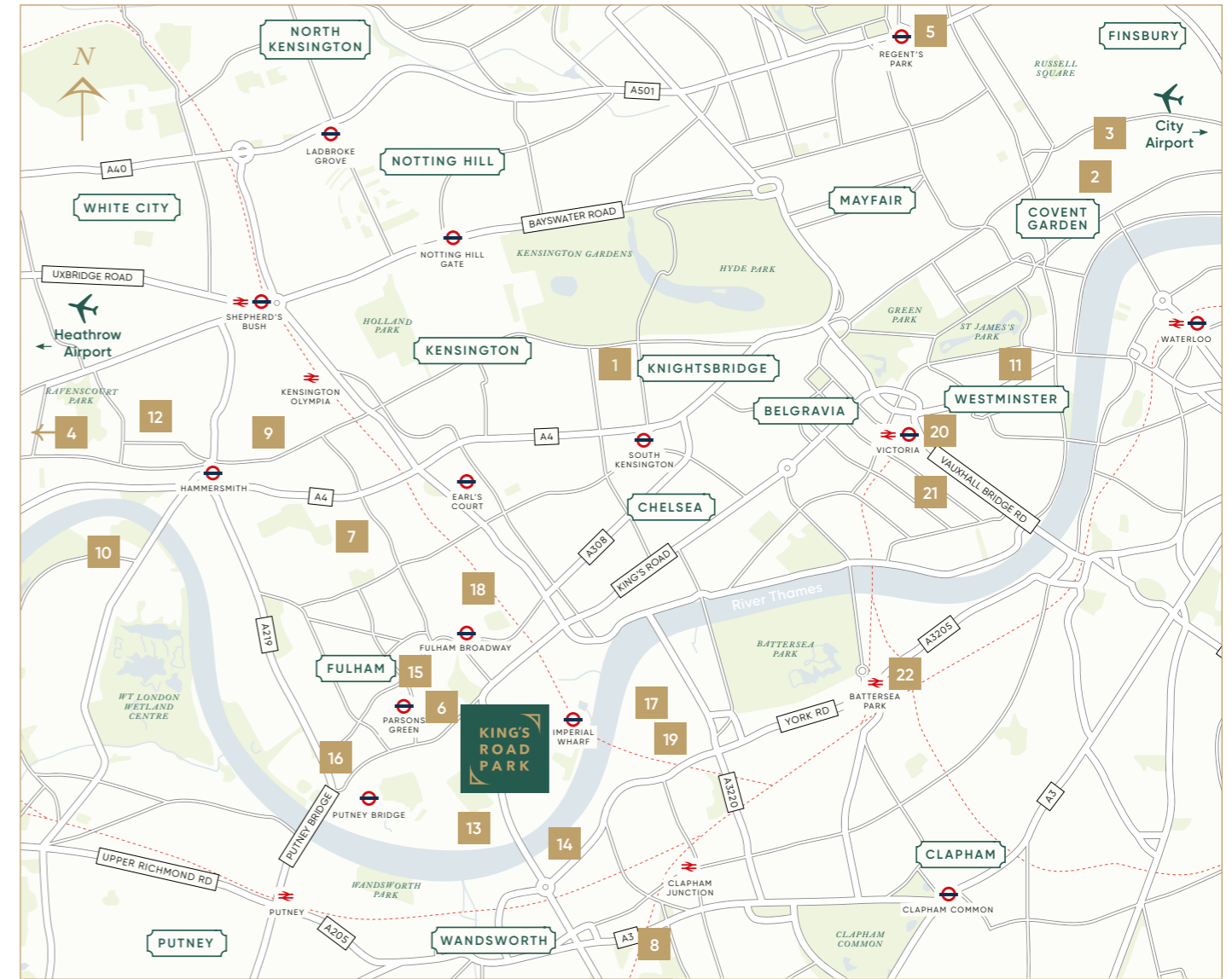
Primary Schools*



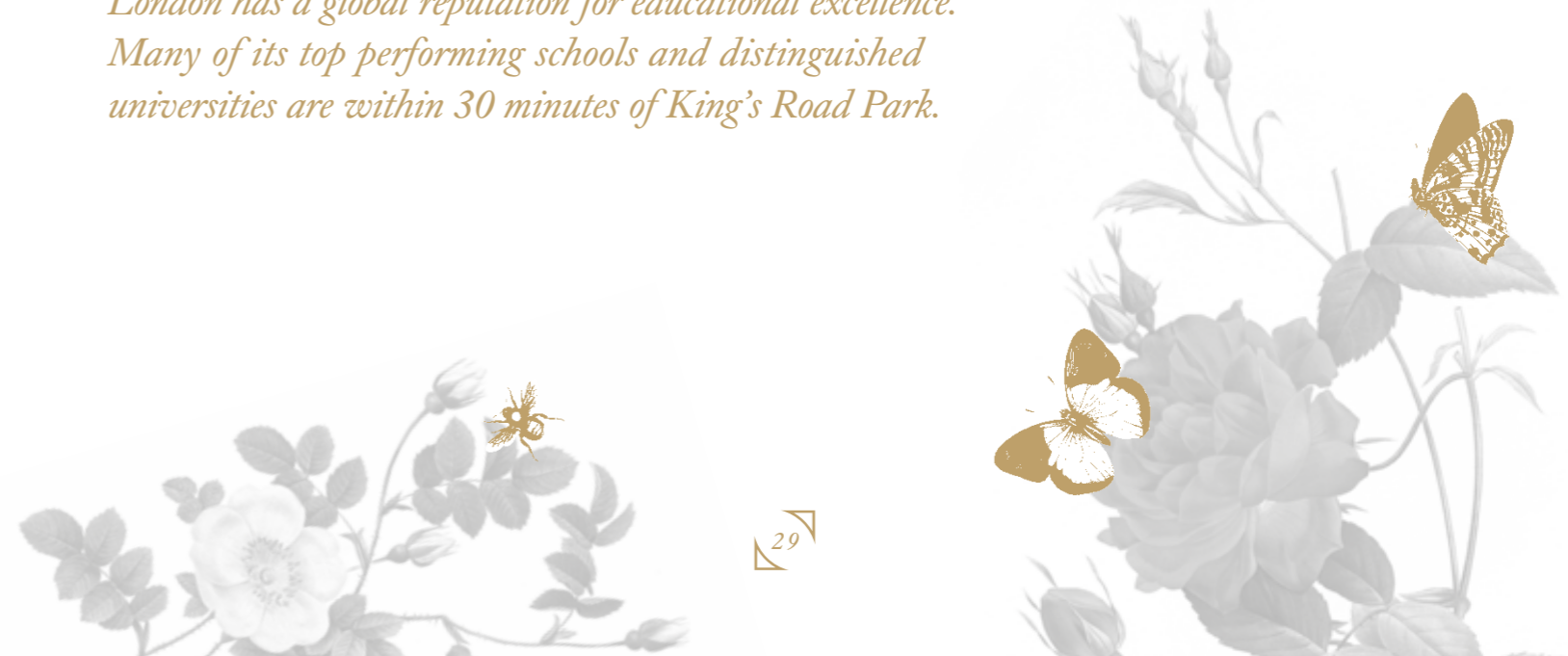
13. THOMAS'S FULHAM	9 MINS
14. RIVERSIDE NURSERY	10 MINS
15. KENSINGTON PREP SCHOOL	10 MINS
16. FULHAM PRE-PREP SCHOOL	12 MINS
17. THOMAS'S BATTERSEA	14 MINS
18. THE LONDON ORATORY SCHOOL	14 MINS
19. L'ECOLE DE BATTERSEA	14 MINS
20. WESTMINSTER CATHEDRAL CHOIR SCHOOL	15 MINS
21. EATON SQUARE SCHOOL	16 MINS
22. NEWTON PREP SCHOOL	16 MINS

* Times taken from Google maps - travelling from King's Road Park at 8:00am midweek and indicative only. Map not to scale.

A first-class EDUCATION



London has a global reputation for educational excellence. Many of its top performing schools and distinguished universities are within 30 minutes of King's Road Park.





Computer generated image of King's Road Park, indicative only.



Introducing KING'S ROAD PARK

TRANSFORMING LONDON'S HERITAGE

Perfectly situated between the River Thames and one of London's most fashionable streets, King's Road Park blends contemporary new architecture with refurbished buildings and beautiful natural interiors. This creates a truly distinctive and inspirational place to live, complemented by uniquely designed residents' facilities.





The King's Road Park DESIGN TEAM



Masterplanners APT

The architect behind the King's Road Park masterplan is APT, an architectural practice that inspires through great design, innovation and craftsmanship.

Formed ten years ago, APT has created a portfolio of work that is richly detailed and diverse in character, all underpinned by the studio's creative and collaborative approach. Recent projects include Chapter House in Covent Garden, The Sloane Building in Chelsea and the Merchant Square masterplan in Paddington.

"Our masterplan creates contemporary architecture and public space that draws upon the site's heritage. King's Road Park will be an exciting and engaging place to live and work, with a unique and enduring sense of place".

James Ewen
Project Leader &
Board Member at APT

Landscape Architects GILLESPIES

Gillespies is one of the leading landscape architects and urban design practices in the UK and internationally. Established 55 years ago, the company has built an outstanding reputation for creating environments that define a sense of place, improve well-being and encourage engagement.

Every project involves careful analysis, collaboration, creative thinking and a unique understanding of place. The result is beautiful, healthy and inclusive places where people aspire to live, work and play.

Gillespies has ensured that this approach has been adopted for King's Road Park and a truly special place has been envisioned.

"King's Road Park is foremost a story about people and nature, and how to live well. I am genuinely excited by this prospect and the opportunity it brings to create a series of beautiful outdoor places and spaces".

Stephen Richards
Partner at Gillespies

Architects EPR

EPR Architects is an award-winning practice with an outstanding reputation for quality architecture, masterplanning and interior design across all types of building, from offices, to homes, to hotels. Some of EPR's notable buildings include the iconic Ned Hotel, The Iris at Old Street, Savile Row in Mayfair and The Rosewood in Holborn.

The practice's design approach to urban development is to create environments that meet the needs of end-users on many levels, by integrating work, lifestyle and leisure space within attractive public realm. Internally and externally, they produce spaces that residents are proud to call their home or workplace.

"Our context-led design celebrates the site's rich heritage, creating sustainable public spaces and homes to provide a new future for the area".

James Everitt
Main Board Director at EPR





The natural environment takes centre-stage at King's Road Park. At its heart is a beautiful park with inspiring green and open spaces to enjoy. Alongside these stunning natural areas will be a buzzing retail hub featuring a variety of restaurants, cafés and shops providing the perfect place to meet friends.



The site plan is indicative only and subject to change. In line with our policy of continuous improvement we reserve the right to alter the layout, building style, landscaping and specification at any time without notice.

*The Windsor and The Beaumont overlook
the beautiful new public square and park.*



38

39

Computer generated image of King's Road Park, indicative only.





The Courtyard Gardens are exclusively for the use of residents and have been inspired by an English country garden incorporating a maze, formal lawns and a water feature.



- 1** GARDEN WALK
- 2** MAZE
- 3** FORMAL LAWN
- 4** OUTDOOR WORKSPACE
- 5** WATER FEATURE
- 6** KNOT GARDEN
- 7** ATRIUM
- 8** SEATING AREA





The Courtyard Gardens are just one example of the innovative design within King's Road Park.

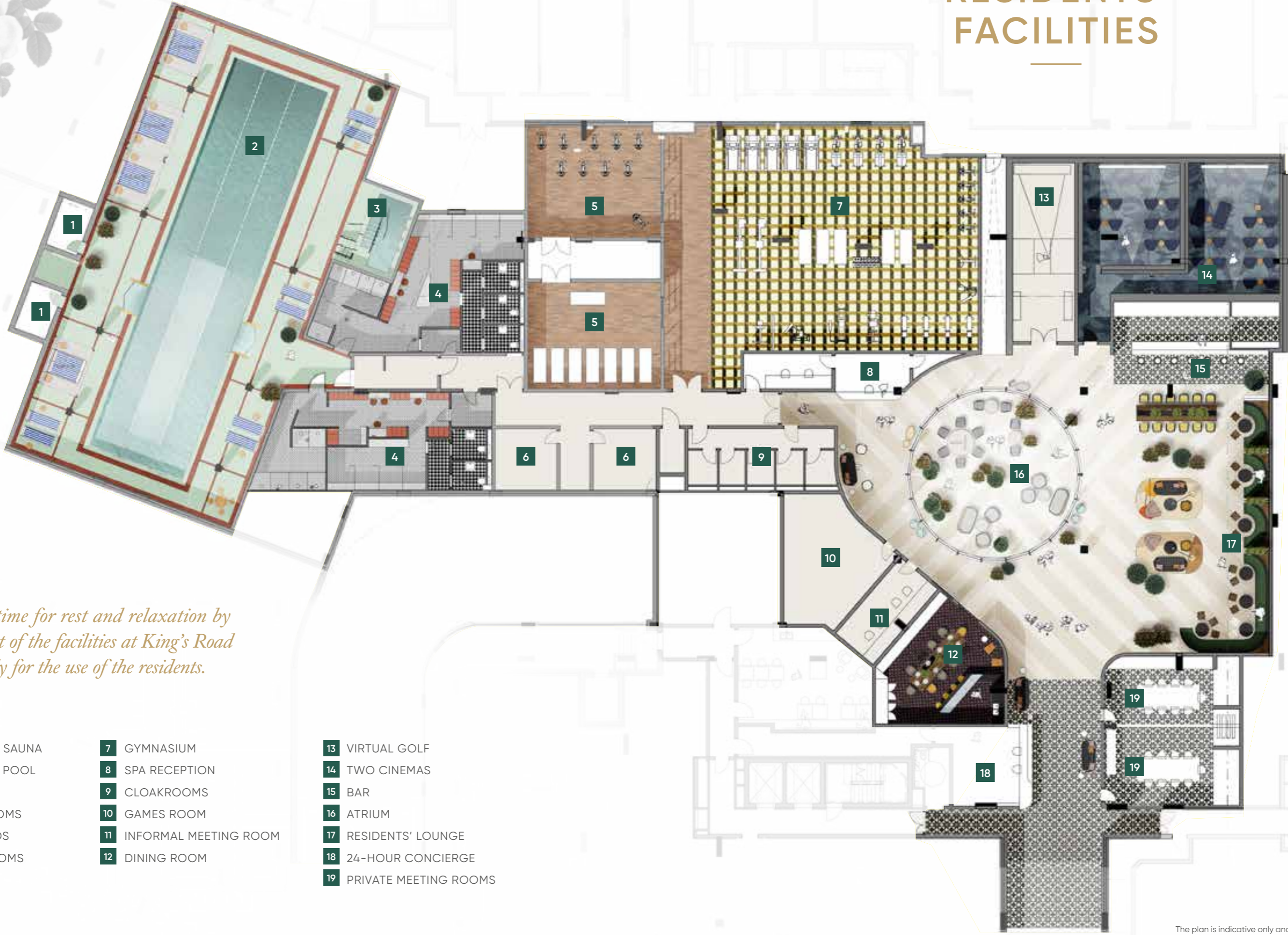


World-class
FACILITIES

DESIGNED BY EPR ARCHITECTS

The unique range of residents' facilities at King's Road Park are designed to promote your well-being and relaxation. They have been designed by EPR Architects who have created some of the best known private members' clubs and hotels across the globe.

World-class
**RESIDENTS'
 FACILITIES**



Treasure your time for rest and relaxation by making the most of the facilities at King's Road Park, exclusively for the use of the residents.

- 1** STEAM ROOM & SAUNA
- 2** 25M SWIMMING POOL
- 3** VITALITY POOL
- 4** CHANGING ROOMS
- 5** FITNESS STUDIOS
- 6** TREATMENT ROOMS
- 7** GYMNASIUM
- 8** SPA RECEPTION
- 9** CLOAKROOMS
- 10** GAMES ROOM
- 11** INFORMAL MEETING ROOM
- 12** DINING ROOM
- 13** VIRTUAL GOLF
- 14** TWO CINEMAS
- 15** BAR
- 16** ATRIUM
- 17** RESIDENTS' LOUNGE
- 18** 24-HOUR CONCIERGE
- 19** PRIVATE MEETING ROOMS



The plan is indicative only and subject to change. In line with our policy of continuous improvement we reserve the right to alter the layout, building style, landscaping and specification at any time without notice.



RESIDENTS' LOUNGE

Exclusively for residents' use, this spacious lounge is the perfect environment for entertaining friends, meeting with business colleagues, or just enjoying a few moments of relaxing time.



Computer generated image of King's Road Park, indicative only.

THE SWIMMING POOL

The 25m swimming pool features a unique skylight that brings natural daylight flooding into the pool area.



Computer generated image of King's Road Park, indicative only.

FITNESS SUITE

Your daily workout has never been easier or more convenient with a gymnasium and fitness studios. Our well-appointed private gymnasium is spacious, air-conditioned and equipped with state-of-the-art exercise machines.





Classic
INTERIORS

DESIGNED BY JOHNSON NAYLOR

Luxurious interiors blend colour, form and texture to create perfectly harmonious and relaxing living environments.





LIVING AREAS

Inspired by the natural elements, the spacious living areas are atmospheric, refined and rich in detail. Full-height windows ensure rooms are light-filled and airy.

Computer generated image of King's Road Park, indicative only.



KITCHENS

Sleek and practical, our cleverly designed kitchens, with wood veneer and herringbone flooring, are elemental and tactile. Concealed appliances and spacious storage offer convenience and practicality.

Computer generated image of King's Road Park, indicative only.



BEDROOMS

Calming neutral shades and subtle lighting ensure bedrooms provide a haven of peace and tranquillity.



Computer generated image of King's Road Park, indicative only.





BATHROOMS

Elegant bathrooms are finished with natural effect porcelain tiling. Recessed ceiling lights and daylight-effect lighting above the bath shower ensure a bright and welcoming space.



Note: Variations occur between apartment types, please refer to the sales team for individual apartment kitchen schedules.
 Note: Purchasers can select timber flooring to bedrooms, available for an additional cost.
 Note: Wardrobes to bedrooms are indicated on the sales plans.

Classic SPECIFICATION

KITCHENS

- Contemporary fitted kitchen with bespoke feature cupboards
- Composite stone worktops
- Undermounted stainless steel sink with contemporary mixer tap
- Full height splashback
- Under shelf lighting
- Integrated Miele appliances including oven, microwave, induction hob, dishwasher, fridge freezer and drinks cooler for larger apartments*
- Compartmentalised waste storage under sink

BATHROOMS & ENSUITES

- Fully tiled walls including a feature tiled wall
- Porcelain tile floor finish
- Bespoke wall-mounted mirrored cabinet with integrated lighting, feature shelving and internal shaver socket
- Contemporary towel hooks with heated wall area
- Single piece white ceramic basin
- Contemporary white wall mounted WC with soft-close seat and push button flush
- Ceiling mounted showerhead and handheld shower with thermostatic controls
- Glazed shower/bath screen

WALL & FLOOR FINISHES

- Herringbone timber floor finish to living space and hallway
- Luxury carpet to bedrooms
- Painted internal walls, ceilings, skirting and door frames

DOORS

- Full-height entrance door
- White internal doors with high-quality door furniture throughout

WARDROBES

- Bespoke wardrobes with internal fittings to include high level shelf, hanging rail and lighting

HEATING, COOLING & HOT WATER

- The buildings are served by the development's central energy centre providing metered hot water, heating and cooling to all apartments
- Underfloor heating throughout
- Mechanical ventilation system
- Comfort cooling provided to living rooms and all bedrooms
- Washer dryer in separate utility cupboard

OUTDOOR PROVISIONS

- Balcony and terraces with balustrades where applicable

LIGHTING

- LED downlights throughout
- Dimmable lights to living and all bedrooms
- 5-amp lighting in living room

AV, DATA & TELEPHONE SYSTEMS

- High speed internet with BT and hyperoptic connection available
- Television point to living room and all bedrooms (Sky Q enabled)
- Telephone points to living room and all bedrooms
- Data points in living room and bedrooms

LIFTS

- Passenger lifts to all floors and basement car park

SECURITY

- Secure access control to all building entrances
- Video entry to all apartments with direct link to concierge
- Mains supply smoke and heat detectors with sprinkler fire protection system
- Multi-point high security door locking system to entrance door with spy hole and chain

RESIDENTS' FACILITIES**

Residents will have access to the Residents' club. The amenities will include but are not limited to:

- 25m swimming pool
- Vitality pool
- Steam room & sauna
- Changing rooms
- Treatment rooms
- Spa reception
- Games room
- Informal meeting room
- Virtual golf room
- Gymnasium and fitness studios
- Two cinemas
- Residents' lounge with atrium courtyard garden
- Private dining room
- Private meeting rooms
- 24-hour concierge

CAR PARKING

- Car parking spaces are available to purchase by separate negotiation
- Secure cycle storage
- A number of charging points for electric cars will be installed within the basement car park

GENERAL

- All apartments will be sold with a NHBC warranty

* Select suites and one bedroom apartments have combination microwave oven

** The services listed are indicative of those services which will initially be provided at the development, but St William Homes LLP reserves the right to remove or amend these services in the future in accordance with the terms of the lease.



Computer generated image of King's Road Park, indicative only.



The Premium **INTERIORS**

DESIGNED BY JOHNSON NAYLOR

The generously-sized premium apartments feature terraces with panoramic views of the park and luxury high-specification interiors.





Computer generated image of King's Road Park, indicative only.



LIVING AREAS

Drenched in light from full-height windows that open onto generous panoramic terraces, premium living areas are truly the heart and soul of the home. Natural wood parquet flooring and sumptuous fabrics add warmth and sophistication to this most elegant of rooms.

Computer generated image of King's Road Park, indicative only.



KITCHENS

Sophisticated, sleek and stylish, kitchens are finished in natural materials such as wood and stone that are visually exciting, yet wholly practical.

Computer generated image of King's Road Park, indicative only.

BEDROOMS

Premium bedrooms are an oasis of tranquillity and serenity. They will be a haven of peace away from the hustle and bustle of city life.



BATHROOMS

Opulent marble, porcelain, mesh glass and crown cut bolivar veneer finishes combine to create lavish and tranquil bathrooms and ensuites. Subtle lighting enhances the sense of calm.





Note: Variations occur between apartment types, please refer to the sales team for individual apartment kitchen schedules.
 Note: Purchasers can select timber flooring to bedrooms, available for an additional cost.
 Note: Wardrobes to bedrooms are indicated on the sales plans.

Premium SPECIFICATION

KITCHENS

- Contemporary fitted kitchen with bespoke feature cupboards
- Composite stone worktops
- Undermounted stainless steel sink with contemporary mixer tap
- Full height stone splashback
- Under shelf lighting
- Integrated Miele branded appliances including: steam combi oven, microwave, warming drawer, induction hob, dishwasher, fridge/freezer. Drinks coolers included
- Compartmentalised waste storage under sink

BATHROOMS & ENSUITES

- Fully tiled walls including a feature tiled wall
- Porcelain tile floor finish
- Crown Cut Bolivar veneered mirrored cabinet with integrated lighting, feature shelf and internal shaver socket
- Contemporary towel hooks with heated wall area
- Single piece white ceramic basin
- Marble stone top to bath
- Contemporary white wall mounted WC with soft-close seat and push button flush
- Ceiling mounted showerhead and handheld shower with thermostatic controls
- Glazed shower/bath screen

WALL & FLOOR FINISHES

- Herringbone timber floor finish to living space and hallway
- Luxury carpet to bedrooms
- Painted internal walls, ceilings, skirting and door frames

DOORS

- Full-height entrance door
- White internal doors with high-quality door furniture throughout

WARDROBES

- Bespoke frosted glass wardrobes with internal fittings to include high level shelf, hanging rail and lighting to master bedroom†
- Bespoke fitted wardrobes to bedroom two†

HEATING, COOLING & HOT WATER

- The buildings are served by the development's central energy centre providing metered hot water, heating and cooling to all apartments
- Underfloor heating throughout
- Mechanical ventilation system
- Comfort cooling provided to living rooms and all bedrooms
- Washer dryer in separate utility cupboard

OUTDOOR PROVISIONS

- Balcony and terraces with balustrades where applicable

LIGHTING

- LED downlights throughout
- Dimmable lights to living and all bedrooms
- 5-amp lighting in living room

AV, DATA & TELEPHONE SYSTEMS

- High speed internet with BT and hyperoptic connection available
- Television point to living room and all bedrooms (Sky Q enabled)
- Telephone points to living room and all bedrooms
- Data points in living room and bedrooms

LIFTS

- Passenger lifts to all floors and basement car park

SECURITY

- Secure access control to all building entrances
- Video entry to all apartments with direct link to concierge
- Mains supply smoke and heat detectors with sprinkler fire protection system
- Multi-point high security door locking system to entrance door with spy hole

RESIDENTS' FACILITIES**

Residents will have access to the Residents' club. The amenities will include but are not limited to:

- 25m swimming pool
- Vitality pool
- Steam room & sauna
- Changing rooms
- Treatment rooms
- Spa reception
- Games room
- Informal meeting room
- Virtual golf room
- Gymnasium and fitness studios
- Two cinemas
- Residents' lounge with atrium courtyard garden
- Dining room
- Private meeting rooms
- 24-hour concierge

CAR PARKING

- Car parking spaces are available to purchase by separate negotiation
- Secure cycle storage
- Charging points for electric cars

GENERAL

- All apartments will be sold with a NHBC warranty

† Penthouse apartments only

* Select suites and one bedroom apartments have combination microwave oven

** The services listed are indicative of those services which will initially be provided at the development, but St William Homes LLP reserves the right to remove or amend these services in the future in accordance with the terms of the lease



Created by
ST WILLIAM

DESIGNED FOR LIFE

*King's Road Park is a place to enjoy life,
put down roots and start to build memories.*



Created by ST WILLIAM

St William is a joint venture between Berkeley Group and National Grid. Our vision is to develop sites that have been closed to the public for decades and reconnect them to the community.

We want the places built by St William to be renowned for the quality of their landscape and the open space.

The term 'landscape' comes from two words meaning 'to shape a place where people belong'. That idea inspires our approach. The space between buildings is where you create a community and somewhere that is sociable, sustainable and safe.

We believe beautiful landscaped open spaces give room to breathe and sit in harmony with our vision for the carefully considered architecture and thoughtfully designed interiors throughout our developments.

To pioneer a landscape-led approach to urban developments is hugely important to us. We truly believe these spaces between the buildings are as important as the buildings themselves, where one's wellbeing within that space can be emphasised through positive design.

Backed by the strength and expertise of National Grid and the Berkeley Group, St William will regenerate sites at the heart of communities across London and the South of England, creating homes for everyone.

"Our goal is to transform industrial sites from a bygone age into beautiful places, which people call home".

Tony Pidgley CBE
Chairman of Berkeley Group



CURRENT PROJECTS



Prince of Wales Drive, Battersea



Elmswater, Rickmansworth

King's Road Park DESIGNED FOR LIFE

Buying a home is one of the most important decisions you will ever make. The qualities that make St William different mean that you can choose a new home from us with complete confidence. When you buy a home from St William you can be safe in the knowledge that it is built to very high standards of design and quality, has low environmental impact and that you will enjoy an exceptional customer experience.

CUSTOMER SERVICE IS OUR PRIORITY

We place the highest priority on customer service and will manage the whole moving process for you. Our Customer Care Teams will contact you shortly after you complete to ensure that everything in your new home is absolutely to your liking. Our homes also benefit from a 10-year warranty, the first two years of which are covered by St William.

GREEN LIVING AND SUSTAINABLE DEVELOPMENT IS TOP OF OUR AGENDA

As a company, we are committed to reducing energy, water and waste on our construction sites, in our offices and in the homes that we build. Almost all of our developments are built on brownfield land and we always take care to protect and enhance biodiversity and natural habitats. Our homes include features to encourage sustainable living such as dual-flush WCs, recycling bins and energy efficient white goods.

QUALITY IS AT THE HEART OF EVERYTHING WE DO

At St William, quality takes precedence, from choosing the right location and style of home, to the construction processes we practice, the materials we use and the specifications we put into our homes. For extra peace of mind, in addition to the 10-year warranty all new homes receive, St William operates a 2-year policy with dedicated Customer Service Teams on hand 24 hours a day to deal with enquiries quickly and effectively.

UNPARALLELED CHOICE OF HOMES IN THE MOST SOUGHT AFTER LOCATIONS

As one of the UK's leading house builders, we are able to offer our customers an unrivalled choice of property location, size and type. From city penthouses to country retreats, modern studio apartments to traditional family homes, you will find the perfect home to match your requirements. Our homes are also built in some of Britain's most desirable locations from market towns and rural villages to major towns and cities, and countryside to the coast – we build in the locations you want to live.

A COMMITMENT TO CREATING SUSTAINABLE COMMUNITIES

St William's homes and developments are not just built for today. They are designed to enhance the neighbourhoods in which they are located permanently. We achieve this through our commitment to excellence in design, sensitive landscaping, sympathetic restoration, and impeccable standards of sustainability. We aim to address the needs not only of our customers but their neighbours and the broader community of which they are a part. It is a long-term view: we want to create exceptional places for people to live, work and relax in, and build communities that will thrive today and for years to come.

SUSTAINABILITY AT KING'S ROAD PARK

- Energy efficient technologies will reduce the carbon emissions of the development by using PIR lighting in spaces such as cupboards and communal areas to limit waste energy
- Energy Efficient Appliances with A+ rating
- High-efficiency, low-power LED lighting throughout
- Smart energy metres in every apartment and an energy efficient communal heating and hot water system
- Water consumption will be reduced through the specification of dual flush WCs, low water-use taps and showers and the harvesting of rainwater for the irrigation of the communal landscaping
- To increase biodiversity, green and brown roofs will be implemented. The roofs will create a habitat for bees, butterflies and other invertebrates some of which will in turn provide a food source for birds
- Electrical car charging points, cycle storage and hire will be provided to encourage more sustainable modes of transport
- All apartments are fitted with space saving recycling bins in the kitchens to make it easy for residents to recycle their waste



Proud to be a member of the Berkeley Group of Companies
www.berkeleygroup.co.uk

Berkeley
Designed for life

St Edward
Designed for life

St George
Designed for life

St James
Designed for life

St Joseph
Designed for life

St William
Designed for life

A commitment TO THE FUTURE

Our
vision

Over the years, the Berkeley Group has won many prestigious awards for the quality, design and sustainability of its developments. Our Vision is Berkeley's strategic plan for the business, designed to raise standards higher still. Our goal is to be a world-class business, defined by the quality of the places we create, generating long-term value and having a positive impact on society. We take our responsibilities towards our customers, the environment, our workforce and the communities in which we work very seriously. Our plan for the business has five areas of strategic focus: Customers, Homes, Places, Operations and Our People.

AN EXCEPTIONAL CUSTOMER EXPERIENCE

We put customers at the heart of our decisions. Dedicated sales teams will provide exceptional service throughout the buying process, and teams will manage the customer relationship from exchange of contracts through to completion, delivery of the new home and after occupancy.

HIGH QUALITY HOMES

We aim to build high quality, well-designed homes with low environmental impact, where customers have the opportunity to achieve healthy, comfortable and sustainable lifestyles, now and in the future. Attention to detail in design is paramount to ensure our homes meet the needs of our customers.

GREAT PLACES

We seek to create strong communities where people choose to live, work and spend their time and which directly encourage people's wellbeing and quality of life. These are places characterised by the quality of their design, external spaces, transport and access to jobs and amenities.

EFFICIENT AND CONSIDERATE OPERATIONS

We reduce the impact of the construction process on the local community by registering all of our sites with the Considerate Constructors Scheme. We set targets to reduce water, energy and waste. We work with our supply chain to ensure high quality services and materials are consistently provided.

A COMMITMENT TO PEOPLE

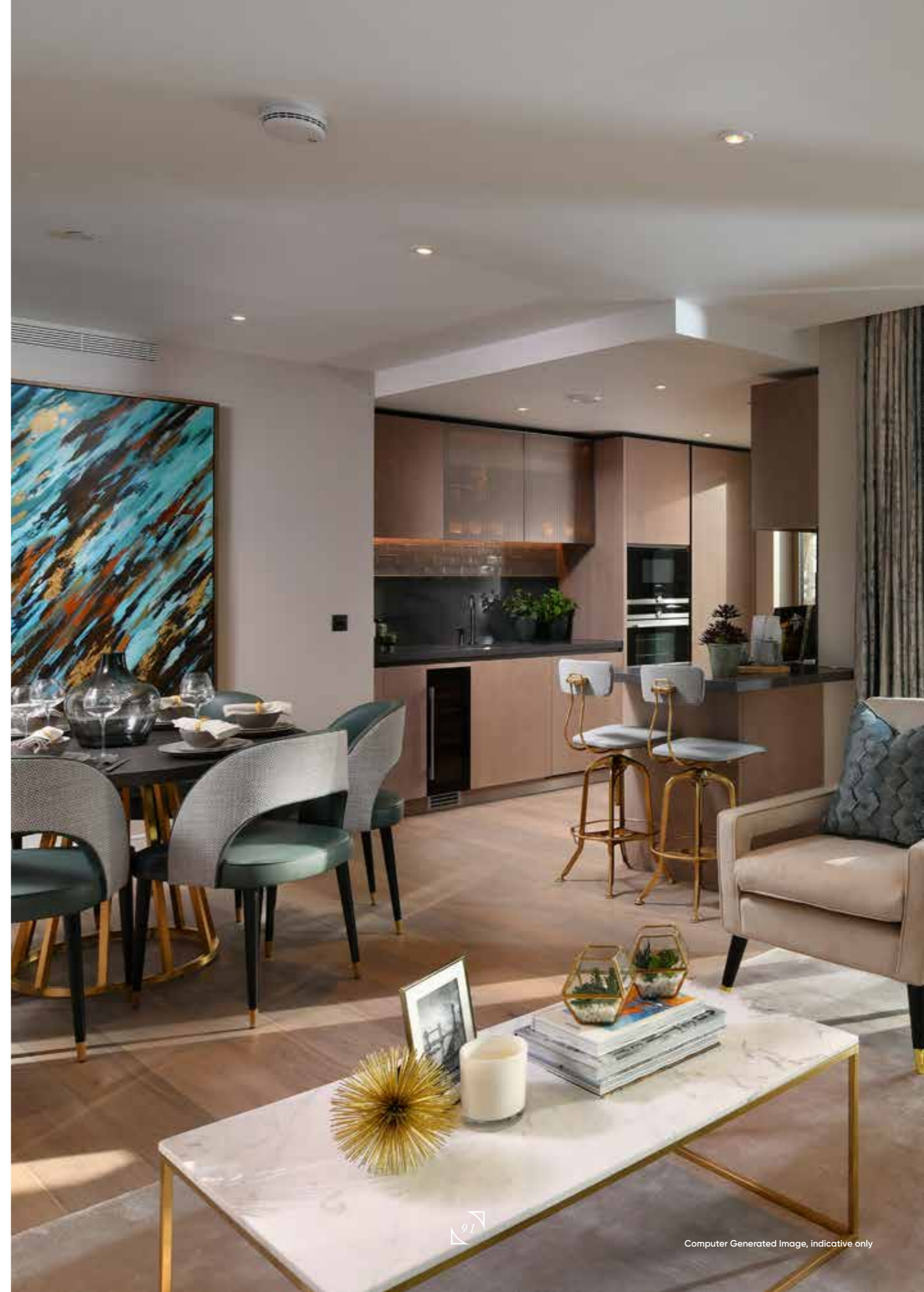
The safety, health, wellbeing and development of our people is a high priority. We aim to have a positive impact on society through our support of the Berkeley Foundation.

THE BERKELEY FOUNDATION

We set up the Berkeley Foundation in 2011. It supports voluntary sector organisations to improve people's lives in the communities where we work, and last year worked with 49 different organisations and their beneficiaries.

Our staff have been instrumental in making the Foundation grow, with over 60% getting involved last year and raising over £935k. They also give their time and skills, for example by mentoring young people to help them become more confident and job ready. Since its launch, the Foundation has committed over £14.9 million to more than 100 charities and worthy causes. Berkeley Group covers all overhead costs, so all money raised goes directly to charitable causes.

www.berkeleyfoundation.org.uk
www.berkeleygroup.co.uk



Marketing CONTACT

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SW6 2DX

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Appointed agents:



The information in this document is indicative and is intended to act as a guide only as to the finished product. Accordingly, due to St William's policy of continuous improvement, the finished product may vary from the information provided. These particulars should not be relied upon as statements of fact or representations and applicants must satisfy themselves by inspection or otherwise as to their correctness. This information does not constitute a contract or warranty. The dimensions given on plans are subject to minor variations and are not intended to be used for carpet sizes, appliance sizes or items of furniture. King's Road Park is a marketing name and will not necessarily form part of the approved postal address. Applicants are advised to contact St William to ascertain the availability of any particular property. All computer generated images and lifestyle photography are indicative only. W504/05CA/0819



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