

# PRINCE OF WALES DRIVE

BATTERSEA · LONDON SW11

## BOWDEN HOUSE



CREATED BY

**St William**

Designed for life





A ROYAL ADDRESS  
ALONGSIDE THE PARK,  
NEAR A GLITTERING  
BRIDGE, A NEW LANDMARK,  
A CAMPANILE SET AMONG  
SYMMETRIES  
OF BRICKWORK,  
TERRACES ABOVE THE  
TREES,  
PRINCELY PAVILIONS,  
GARDENS OF FLOWERS,  
THE BEAUTIFUL LIFE THAT  
BATTERSEA POWERS.

## PRINCE OF WALES DRIVE

BATTERSEA LONDON SW11

Bowden House is a superior collection of 1, 2, and 3 bedroom apartments.

Perfectly located in Zone 1 with all that Battersea old and new has to offer, including one of London's finest parks, Battersea Park on the doorstep. Prince of Wales Drive also provides access to both underground and overground stations less than 5 minutes' walk away. The forthcoming Northern line extension will cut journey times to the City and West End to just under 15 minutes\*.

With easy access to the river and Chelsea, via Chelsea Bridge, Prince of Wales Drive is ideally placed to enjoy all of London.

The Thames Clipper River Bus is now running throughout the day from Battersea Power Station Pier (only a 6 minute walk from development) with frequent services to Blackfriars in just 20 minutes\*.

Prince of Wales Drive is a considered collection of 1, 2 and 3 bedroom homes within 11 distinctive pavilions together with cafés, shops and a crèche. The stunning residents' facilities include a pool, sauna, steam room, eighth floor residents' roof terrace, concierge and secure residents' basement parking.\*\*

All set within 2.5 acres of open space.

Designed by leading architects Squire & Partners, the sophisticated, spacious apartments are inspired by the historic mansion blocks that surround Battersea Park.

Landscape architects, Gillespies have designed a tranquil landscape that will be beautiful by day and stunning by night.

World-renowned interior designers Muza Lab, have been influenced by the industrial heritage of the area and the park, combining these to create distinctive and striking interiors.

The St William vision for Prince of Wales Drive is to create a distinguished, considered scheme that places the landscape as the focal point - all backed by the Berkeley Group and its commitment to sustainability, quality and customer service.

CREATED BY ST WILLIAM

\* All times are based on travelling at 7.30am on a weekday. Source: tfl.gov.uk

\*\* Available to purchase on a 'right to park' basis as both unallocated and allocated terms, subject to certain criteria.



WELCOME TO PRINCE  
OF WALES DRIVE –  
A BEAUTIFUL NEW  
ADDRESS IN BATTERSEA





STUNNING INTERIORS





SET WITHIN A ZONE 1 LOCATION, PRINCE OF WALES DRIVE OFFERS EASY ACCESS TO BATTERSEA PARK, CHELSEA, THE RIVER THAMES AND THE CITY BEYOND.



LONDON EYE

HOUSES OF PARLIAMENT

CITY

THE SHARD

CANARY WHARF

US EMBASSY

BATTERSEA POWER STATION

**PRINCE OF WALES DRIVE**  
BATTERSEA · LONDON SW11

CHELSEA

CHELSEA BRIDGE

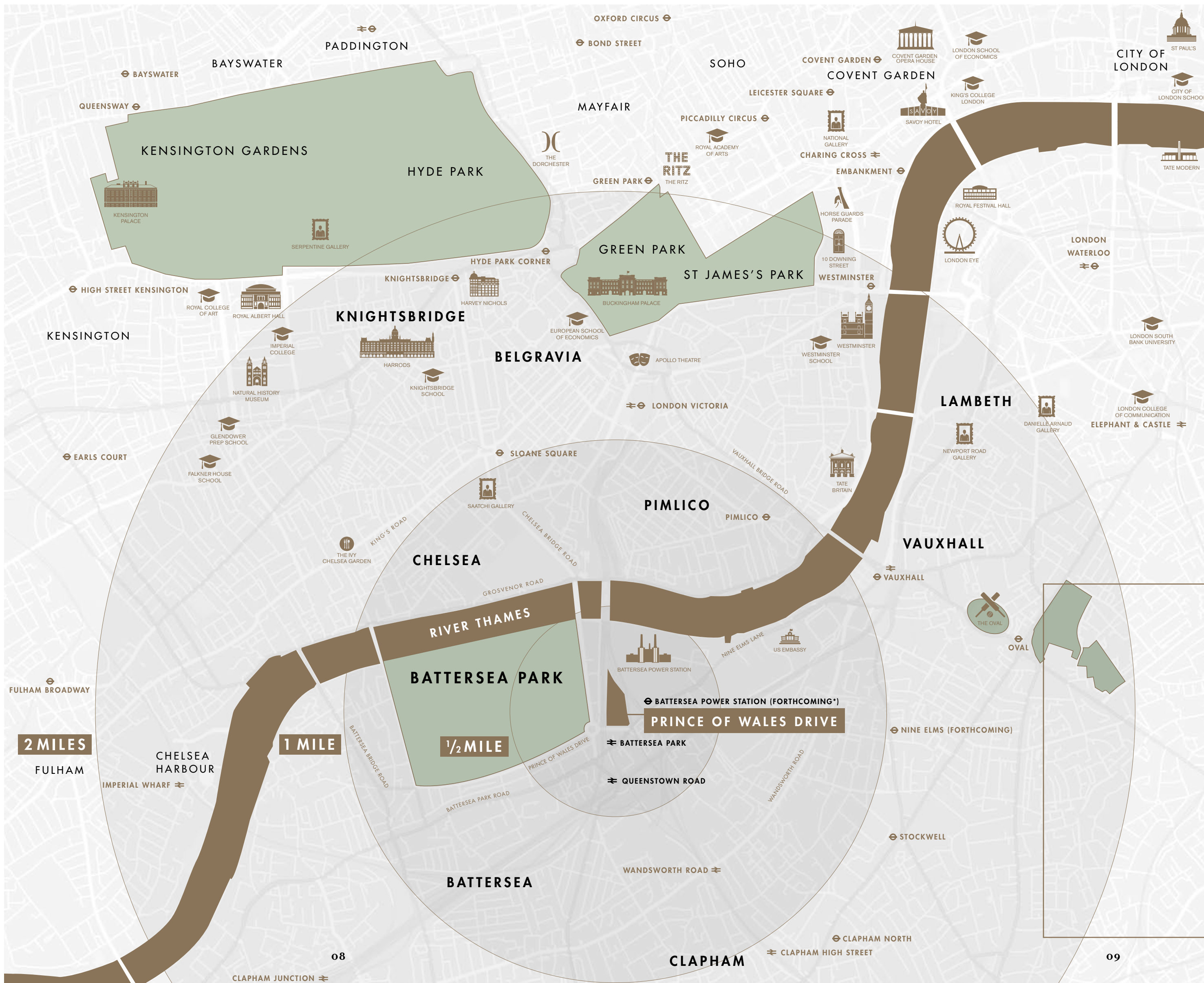
BATTERSEA POWER STATION (FORTHCOMING\*)

BATTERSEA PARK STATION

BATTERSEA PARK

\* Due autumn 2021. Source: TfL. Date correct at time of print.  
Battersea Power Station tube location is indicative only and correct at time of print.  
Computer-enhanced image, indicative only.





**PERFECTLY PLACED**

Less than 180 metres away from the iconic 200 acre Battersea Park, a few minutes' walk to Chelsea Bridge and just over a mile from fashionable Sloane Square. Prince of Wales Drive is adjacent to Battersea Power Station, home to Apple's new European headquarters and within easy reach of all that London has to offer.

\* Due autumn 2021. Source: TfL. Date correct at time of print. Map is not to scale. All distances are indicative only. Source: Google maps.



# CAPITAL CONNECTED

Prince of Wales Drive is perfectly positioned for both overground via Battersea Park Station, and underground via Battersea Power Station, within five minutes' walk.

Benefiting from the new Northern Line extension, the underground station will provide access to the City and West End in just under 10 minutes, making Prince of Wales Drive an ideal base for living in London.



## A SHORT WALK TO TRAVEL CONNECTIONS

5

MINUTE WALK TO FORTHCOMING NORTHERN LINE EXTENSION\*



**BATTERSEA POWER STATION**  
(UNDERGROUND)

5

MINUTE WALK — 0.3 MILES



**BATTERSEA PARK**  
(OVERGROUND)

6

MINUTE WALK — 0.4 MILES



**QUEENSTOWN ROAD**  
BATTERSEA  
(OVERGROUND)

6

MINUTE WALK — 0.4 MILES



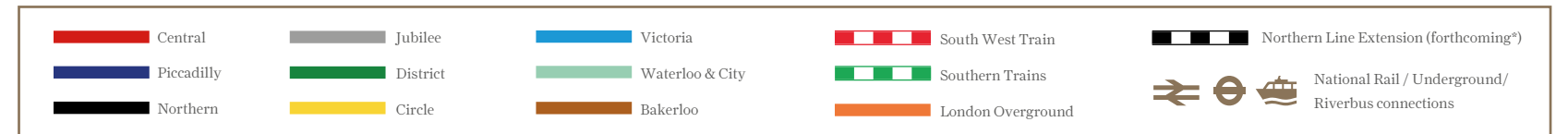
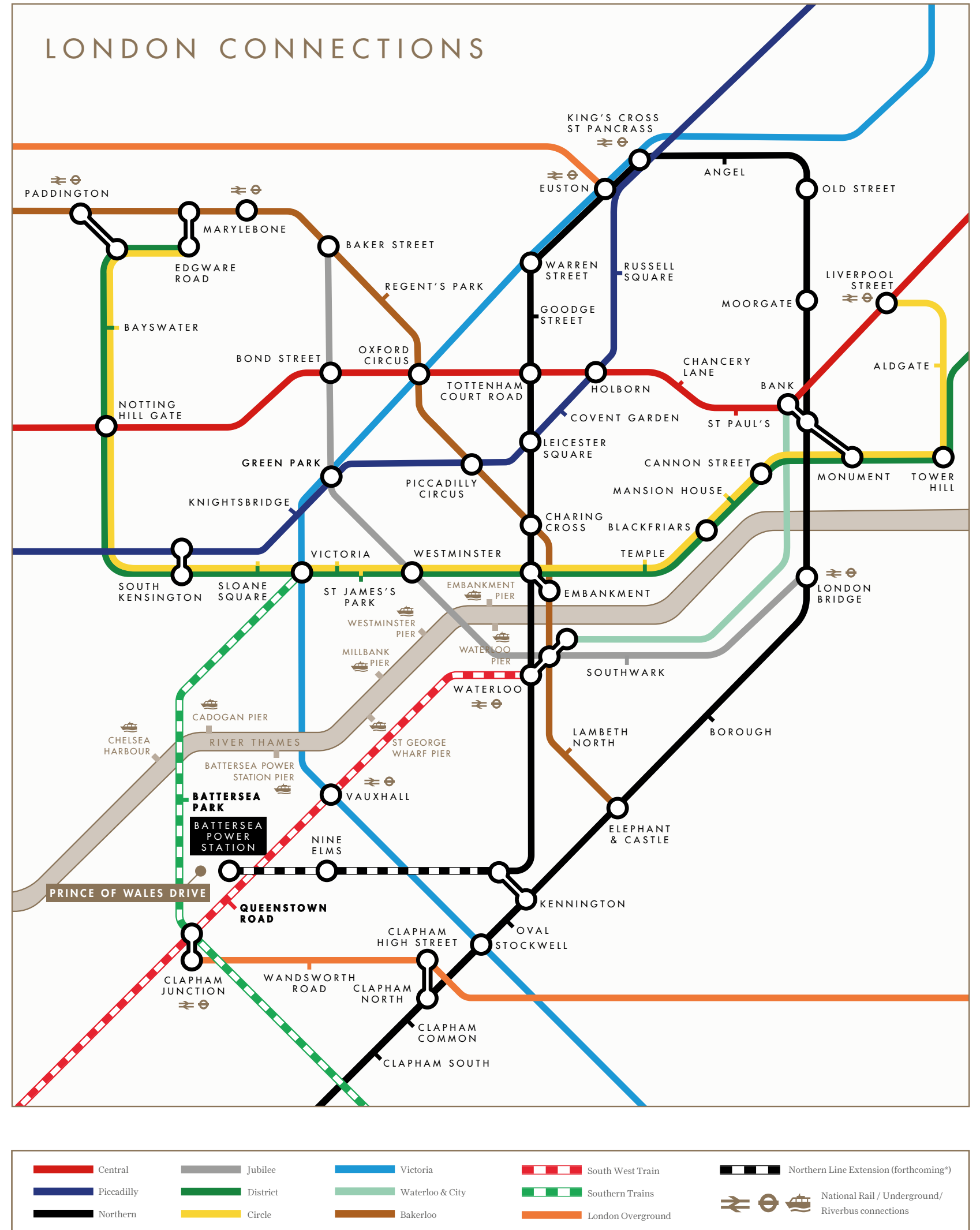
**BATTERSEA POWER STATION PIER**  
(RIVER BUS)

## TRAVEL - DISTANCE, TIMES AND WHERE YOU CAN GO

Overground	Underground	Cycle Hire Scheme (proposed)	Airports
<ul style="list-style-type: none"> <li>Battersea Park Station - 0.3 miles</li> <li>- 5 minute walk</li> <li>- Train to Victoria is approx. 7 minutes</li> </ul>	<ul style="list-style-type: none"> <li>Battersea Power Station - 0.1 miles</li> <li>- 5 minute walk</li> <li>- Tube to Leicester Square will be approx. 15 minutes</li> </ul>	<ul style="list-style-type: none"> <li>- Directly outside development</li> <li>- Circa 20 docking stations</li> </ul>	<ul style="list-style-type: none"> <li>Heathrow - 16.1 miles</li> <li>- Approx. 50 minute drive</li> <li>- Tube to Paddington and then 34 minutes on Heathrow Connect</li> </ul>
<ul style="list-style-type: none"> <li>Queenstown Road - 0.4 miles</li> <li>- 6 minute walk</li> <li>- Train to Waterloo is approx. 10 minutes</li> </ul>	<p><b>River Bus</b></p> <ul style="list-style-type: none"> <li>Battersea Power Station Pier - 0.4 miles</li> <li>- Thames Clipper to arrive every 20 minutes at peak times, and every 30 minutes during the daytime and at weekends</li> <li>- Embankment within 15 mins, Blackfriars within 20 mins and Canary Wharf within 40 mins**.</li> </ul>	<p><b>Eurostar</b></p> <ul style="list-style-type: none"> <li>St Pancras International - 5.1 miles</li> <li>- 25 minutes</li> <li>- Train to Victoria and then to King's Cross</li> </ul>	<ul style="list-style-type: none"> <li>Gatwick - 27.9 miles</li> <li>- Train to Clapham Junction and then 25 minutes to Gatwick</li> <li>- Train to Victoria and then 30 minutes on Gatwick Express</li> <li>- Approx. 70 minute drive</li> </ul>

\* Due autumn 2021. Source: TfL. Date correct at time of print  
 \*\* Riverboat source: batterseapowerstation.co.uk  
 All times, excluding car travel and riverboat, are based on travelling at 7.30am on a weekday.  
 Sources: tf.gov.uk and Google maps. Rail map not to scale.

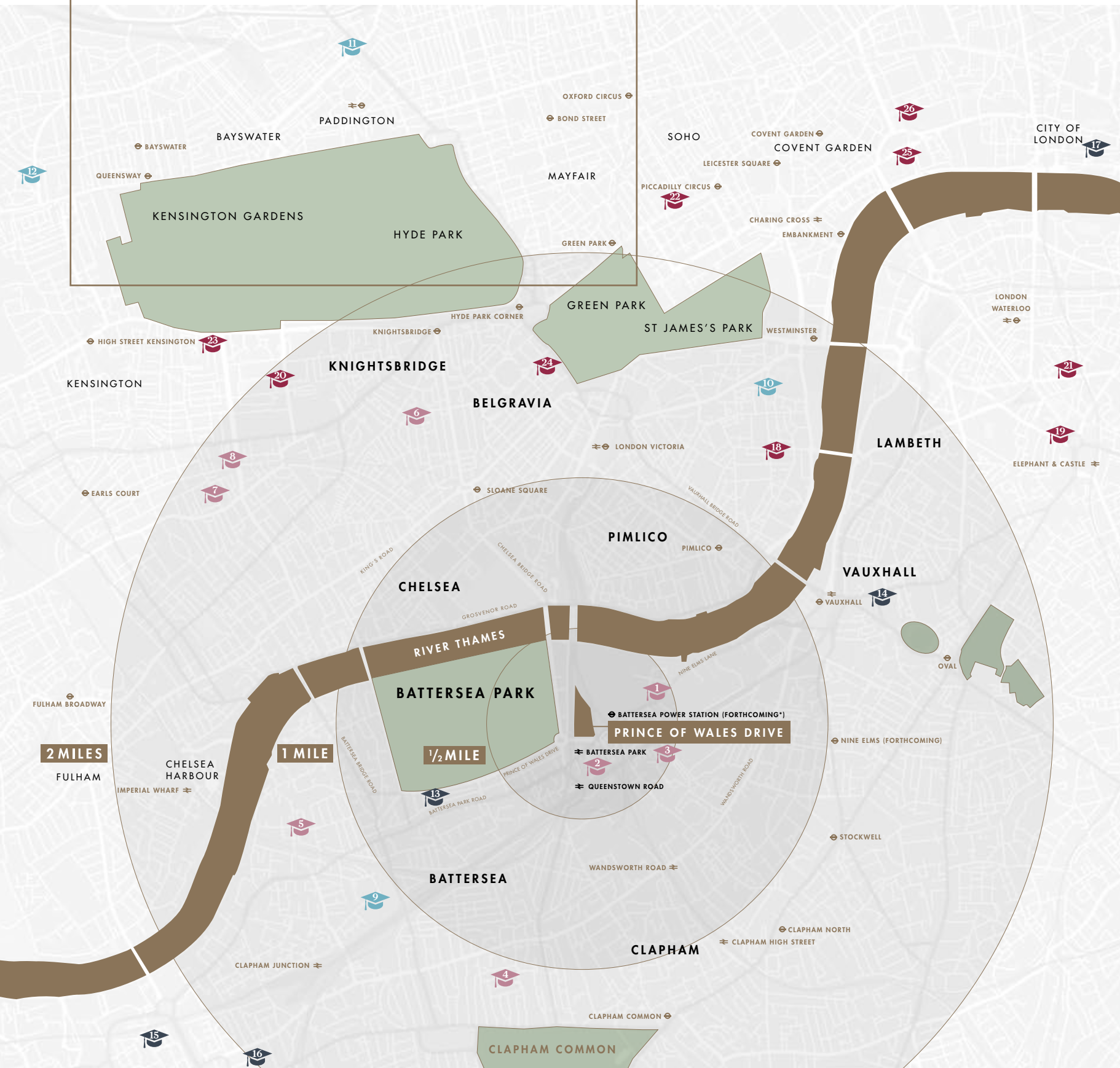
# LONDON CONNECTIONS





## A FIRST-CLASS EDUCATION

There is a wealth of renowned educational establishments within close proximity to Prince of Wales Drive. Some of the area's best independent and state Primary and Secondary schools are clustered around nearby Battersea Park. There are also quick transport connections to leading international schools and London's famous universities.



Map is not to scale.  
All distances are indicative only. Source: Google maps.

## WORLD-LEADING SCHOOLS, COLLEGES AND UNIVERSITIES WITHIN EASY REACH

	<i>Distance</i>	<i>On foot</i>	<i>By road</i>	<i>By rail*</i>
<b>Primary Schools</b>				
1. Newton Preparatory School	440 ft	2 minutes	—	—
2. St Mary's RC Primary School	0.1 mile	4 minutes	—	—
3. St George Church of England	0.5 mile	10 minutes	10 minutes	—
4. Parkgate House School	1.5 miles	30 minutes	9 minutes	16 minutes
5. Thomas' School	1.6 miles	30 minutes	11 minutes	21 minutes
6. Knightsbridge School	1.8 miles	36 minutes	9 minutes	19 minutes
7. Falkener House School	2.4 miles	45 minutes	12 minutes	23 minutes
8. Glendower Preparatory School	2.5 miles	47 minutes	12 minutes	25 minutes
<b>Primary &amp; Secondary Schools</b>				
9. Centre Academy	2.1 miles	43 minutes	14 minutes	14 minutes
10. Westminster School	2.3 miles	44 minutes	11 minutes	20 minutes
11. International Community School	3.7 miles	1 hr +	20 minutes	37 minutes
12. Southbank International School	4.9 miles	1 hr +	26 minutes	21 minutes
<b>Secondary Schools</b>				
13. Harris Academy	0.7 mile	13 minutes	3 minutes	8 minutes
14. Lilian Baylis Technology School	1.5 miles	30 minutes	6 minutes	16 minutes
15. Thames Christian College	1.7 miles	32 minutes	10 minutes	15 minutes
16. Emanuel School	2.5 miles	49 minutes	15 minutes	20 minutes
17. City of London School	4.8 miles	1 hr +	25 minutes	36 minutes
<b>Universities</b>				
18. Chelsea College of Arts	1.6 miles	30 minutes	8 minutes	25 minutes
19. London College of Communication	2.5 miles	50 minutes	13 minutes	25 minutes
20. Imperial College London	2.7 miles	50 minutes	18 minutes	13 minutes
21. London South Bank University	2.8 miles	54 minutes	14 minutes	31 minutes
22. Royal Academy of Arts	2.7 miles	53 minutes	15 minutes	18 minutes
23. Royal College of Art	2.7 miles	56 minutes	15 minutes	27 minutes
24. European School of Economics	3.4 miles	1 hr +	20 minutes	24 minutes
25. King's College London	3.5 miles	1 hr +	17 minutes	23 minutes
26. London School of Economics	3.7 miles	1 hr +	18 minutes	29 minutes

\*Times shown from existing stations as of January 2019. Sources: tfl.gov.uk and Google maps.





DISTINCTIVE DESIGN  
SPACIOUS LIVING AND  
DISTINCTIVE DESIGN IN  
CONTEMPORARY MANSION  
BLOCKS, SURROUNDED BY  
BEAUTIFUL LANDSCAPED  
GARDENS AND A NEW  
PUBLIC SQUARE.







*Computer generated image of Prince of Wales Drive, indicative only and subject to change.*

## BEAUTIFUL BY DAY

New cafés, shops, crèche, secure underground parking\* and office space together with stunning residents' facilities create a real sense of place.

*\*Available to purchase on a 'right to park' basis as both unallocated and allocated terms, subject to certain criteria*





*Computer generated image of Prince of Wales Drive, indicative only and subject to change.*

## STUNNING BY NIGHT

In contrast to the bustling City, the central gardens provide a space to relax. At night, the gardens transform and will be beautifully lit, providing a real amenity for residents to enjoy.

□□  
AT THE HEART OF PRINCE OF WALES DRIVE ARE DIVERSE SPACES FOR RESIDENTS TO RELAX AND TAKE TIME OUT AWAY FROM THE BUSY CITY.

□□  
**Stephen Richards,**  
Partner, Gillespies,  
Landscape Architects





FEATURE BALCONIES

DECORATIVE BRICKWORK

METAL FRAMED CAMPANILE

*Computer generated image of Prince of Wales Drive, indicative only and subject to change.*



REFERENCES WERE TAKEN FROM THE ORIGINAL VICTORIAN INDUSTRIAL HERITAGE, WITH AN ELEGANT 26-STOUREY METAL FRAMED 'CAMPANILE' TOWER DESIGNED AS A FOCAL POINT AT THE END OF THE CENTRAL GARDENS.

Michael Squire,  
Squire & Partners



## DISTINCTIVE ARCHITECTURE BY SQUIRE & PARTNERS

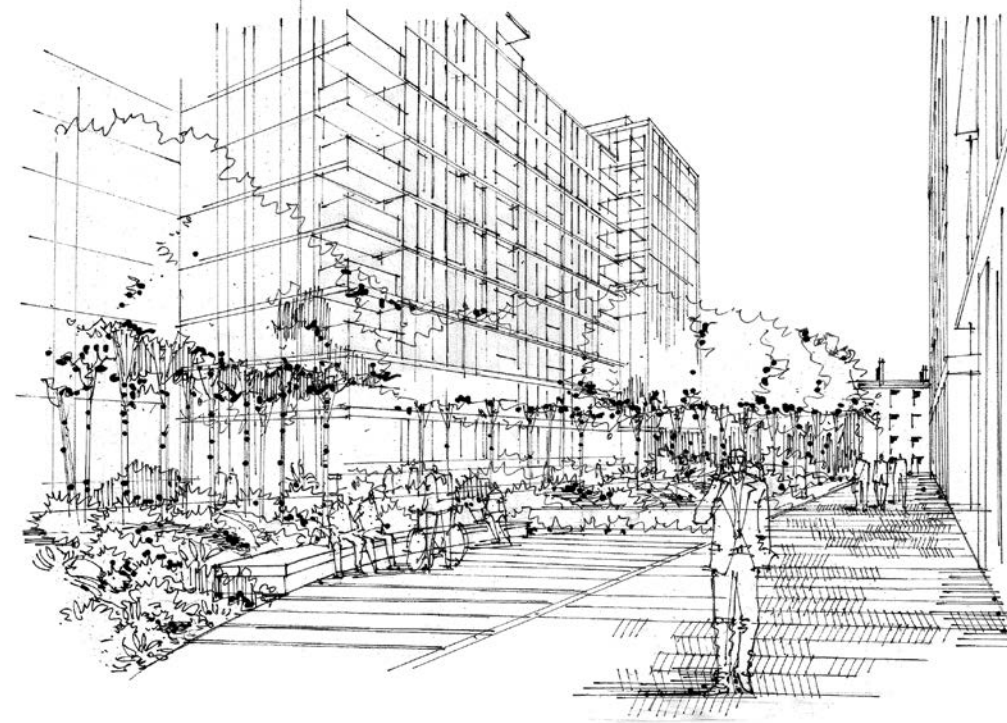
World-class architects Squire & Partners creatively conceived the plans for Prince of Wales Drive as a collection of contemporary apartments centred around landscaped gardens, providing a new visual landmark for Battersea. Crafted elevations include decorative brickwork, feature metal work and inset balconies, inspired by the mansion buildings located on the historic Prince of Wales Drive and the original Battersea gas holders.



## INSPIRED LANDSCAPING BY GILLESPIES

Prince of Wales Drive has been designed to completely change its original setting – from one of industrial endeavour into a peaceful new neighbourhood. The unique and compelling landscaping by Gillespies is central to this transformation. By sensitively referencing the area's past, the choice of richly detailed materials offers access to a collection of beautiful and tranquil gardens.

Gillespies has also designed the exclusive eighth floor roof terrace, for residents to enjoy all year round.



“ WE WERE INSPIRED BY THE PROXIMITY OF BATTERSEA PARK AND SOUGHT TO BRING TOGETHER THE BUILDINGS AND THE PARK THROUGH A FINELY DETAILED TAPESTRY OF SEASONAL FLOWERS, TREES AND PLANTING. ”

**Stephen Richards,**  
Partner, Gillespies







*A standard apartment living area.  
Computer generated image, indicative only.*

## DISTINCTIVE INTERIOR DESIGN BY MUZA LAB

Muza Lab established a palette of materials and colours that uniquely belong to Prince of Wales Drive. With a visual identity and carefully considered features that ensure the urban industrial history and nature of the park is carried through in spectacular detail. The interior design is complemented by the hidden acoustic insulation, comfort cooling, underfloor heating and floor-to-ceiling glazing.



*A standard apartment kitchen.  
Computer generated image, indicative only.*



▣▣ THIS IS MODERN LIVING AT ITS BEST WITH INTERIORS THAT ARE REFINED, YET ALSO WELCOMING; ASPIRATIONAL WHILE ALSO VERY COMFORTABLE; AND INSPIRED BY LOCAL HERITAGE BUT ALSO TIMELESS.

▣▣  
**Inge Moore,**  
Principal and Creative Director, Founder, Muza Lab





Computer generated image of Prince of Wales Drive, indicative only and subject to change.



The entrance lobby in Kensington House.  
Computer generated image, indicative only.

## FROM THE ENTRANCE LOBBY TO THE ROOF GARDEN

The 24-hour concierge service brings security, convenience and peace of mind. Relax on the eighth floor residents' roof terrace and enjoy the views sheltered from the elements in the elegantly designed Pavilion, or spend a lazy afternoon in the sun.



## RELAX IN THE RESIDENTS' POOL AND SPA

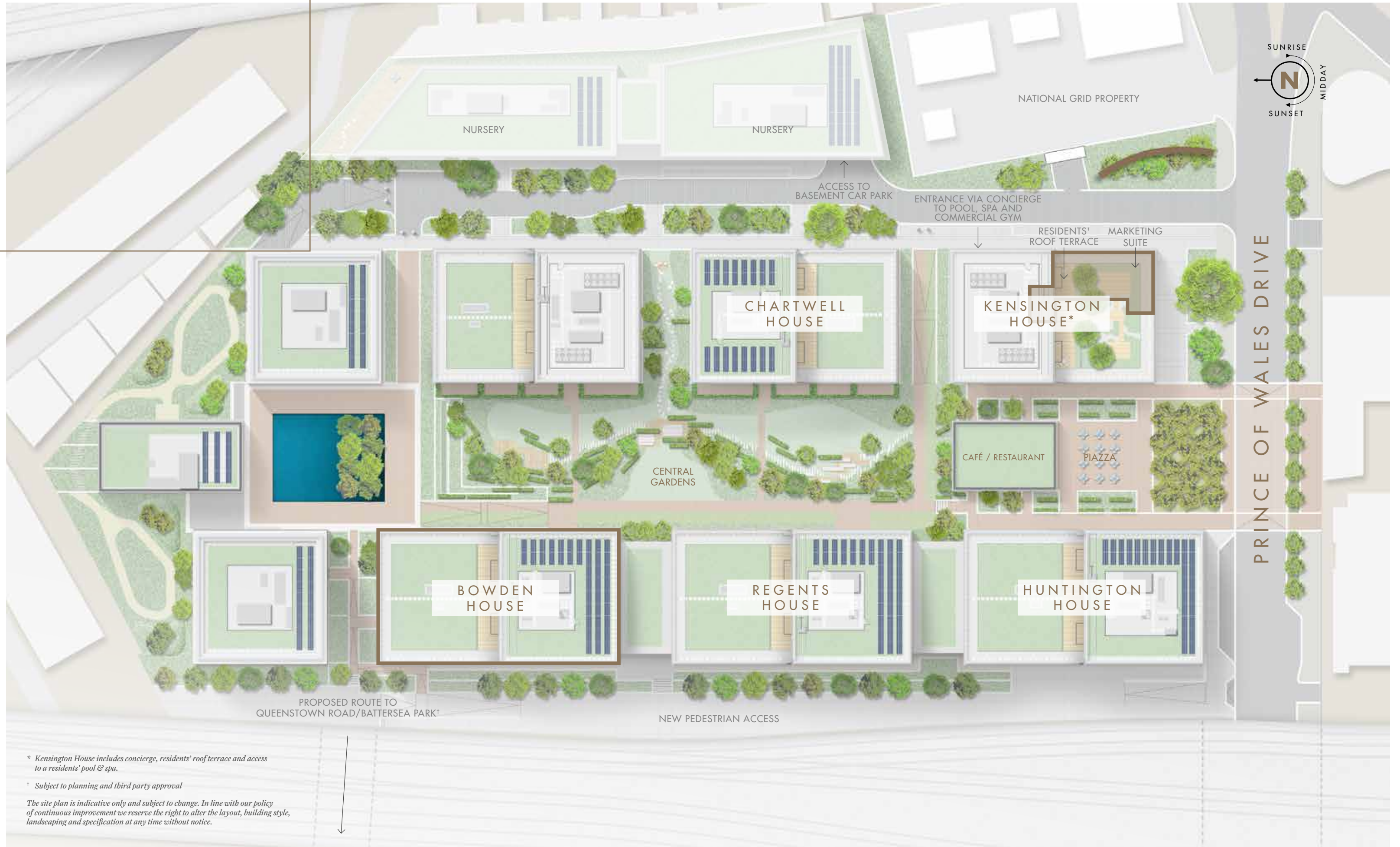
Exclusively for the residents; the serenity of the 17m swimming pool and the warm jets of the vitality pool are the perfect way to unwind. Enjoy a swim or simply relax poolside and forget all about the outside world in the sauna or steam room. Residents can also access a fully fitted 24-hour commercial gym\* direct from the residents' pool and spa.





# DEVELOPMENT LAYOUT

Created by St William, Prince of Wales Drive will feature 1, 2, and 3 bedroom homes within 11 distinctive pavilions, surrounding the unique and beautiful central gardens designed by Gillespies.





# BOWDEN HOUSE

Bowden House is the 5th of 11 distinctive pavilions to be completed on Prince of Wales Drive. This collection of 1, 2, and 3 bedroom apartments offers spacious open plan living, high quality finishes and world-class design.



Computer generated image of Bowden House at Prince of Wales Drive. Indicative only and subject to change.



Computer generated image of Bowden House at Prince of Wales Drive. Indicative only and subject to change.





*Computer generated image of Bowden House at Prince of Wales Drive.  
Indicative only and subject to change.*

## RELAX AND ENJOY

Every apartment in Bowden House features a balcony, many overlooking the beautifully landscaped gardens.

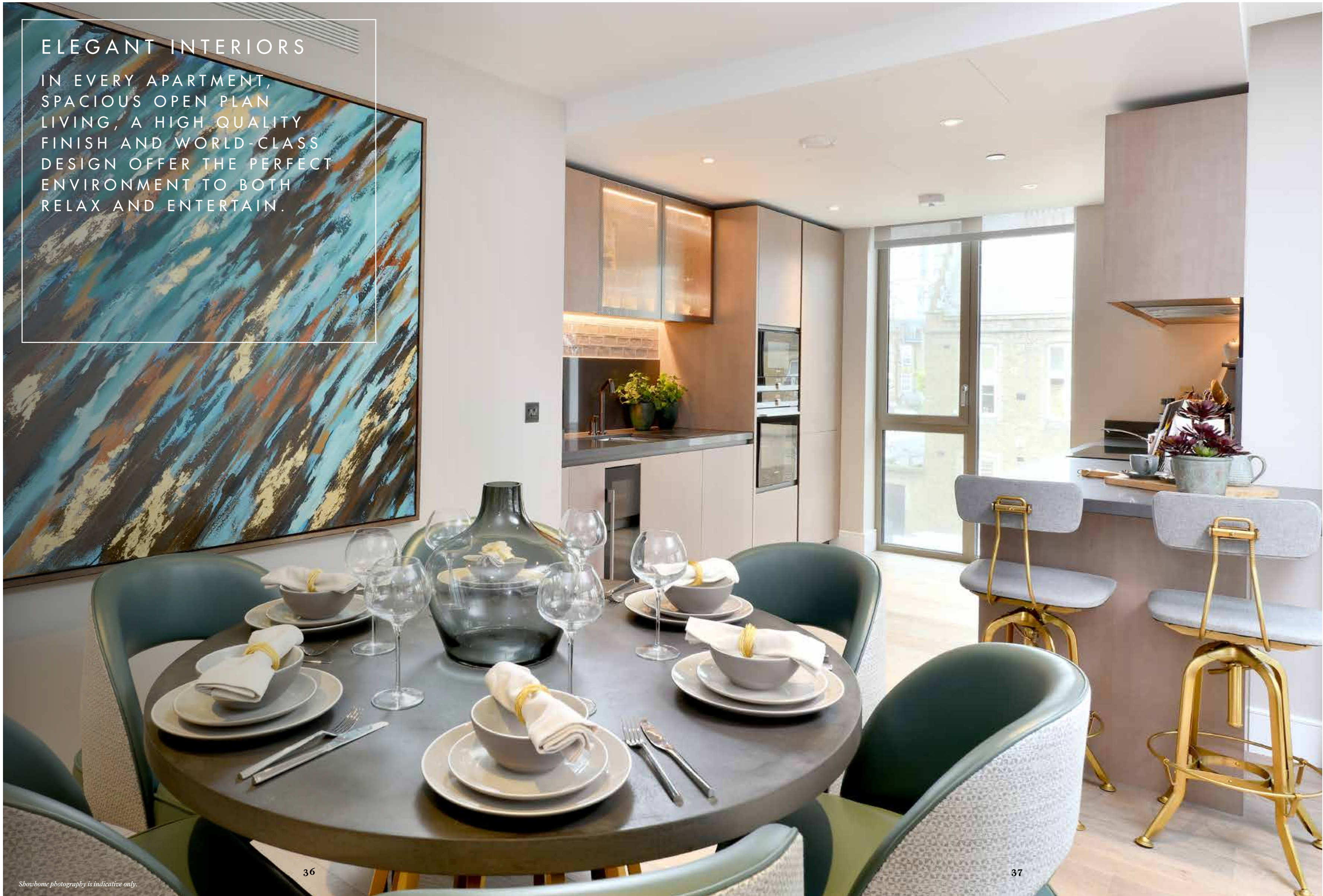


*Computer generated image of Bowden House at Prince of Wales Drive.  
Indicative only and subject to change.*



# ELEGANT INTERIORS

IN EVERY APARTMENT,  
SPACIOUS OPEN PLAN  
LIVING, A HIGH QUALITY  
FINISH AND WORLD-CLASS  
DESIGN OFFER THE PERFECT  
ENVIRONMENT TO BOTH  
RELAX AND ENTERTAIN.







Showhome photography is indicative only.

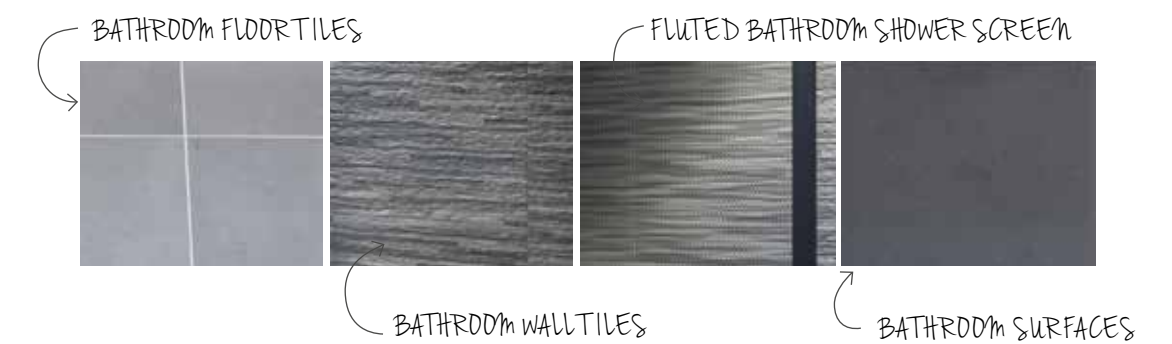
Showhome photography is indicative only.

□□ THE PALETTE OF MATERIALS AND COLOURS UNIQUELY BELONGS IN THIS LOCATION WITH CAREFULLY CONSIDERED FEATURES THAT ENSURE THE URBAN INDUSTRIAL CONTEXT AND NATURE OF BATTERSEA PARK IS CARRIED THROUGH IN THE DETAILS.

□□  
**Inge Moore,**  
 Principal and Creative Director, Founder, Muza Lab

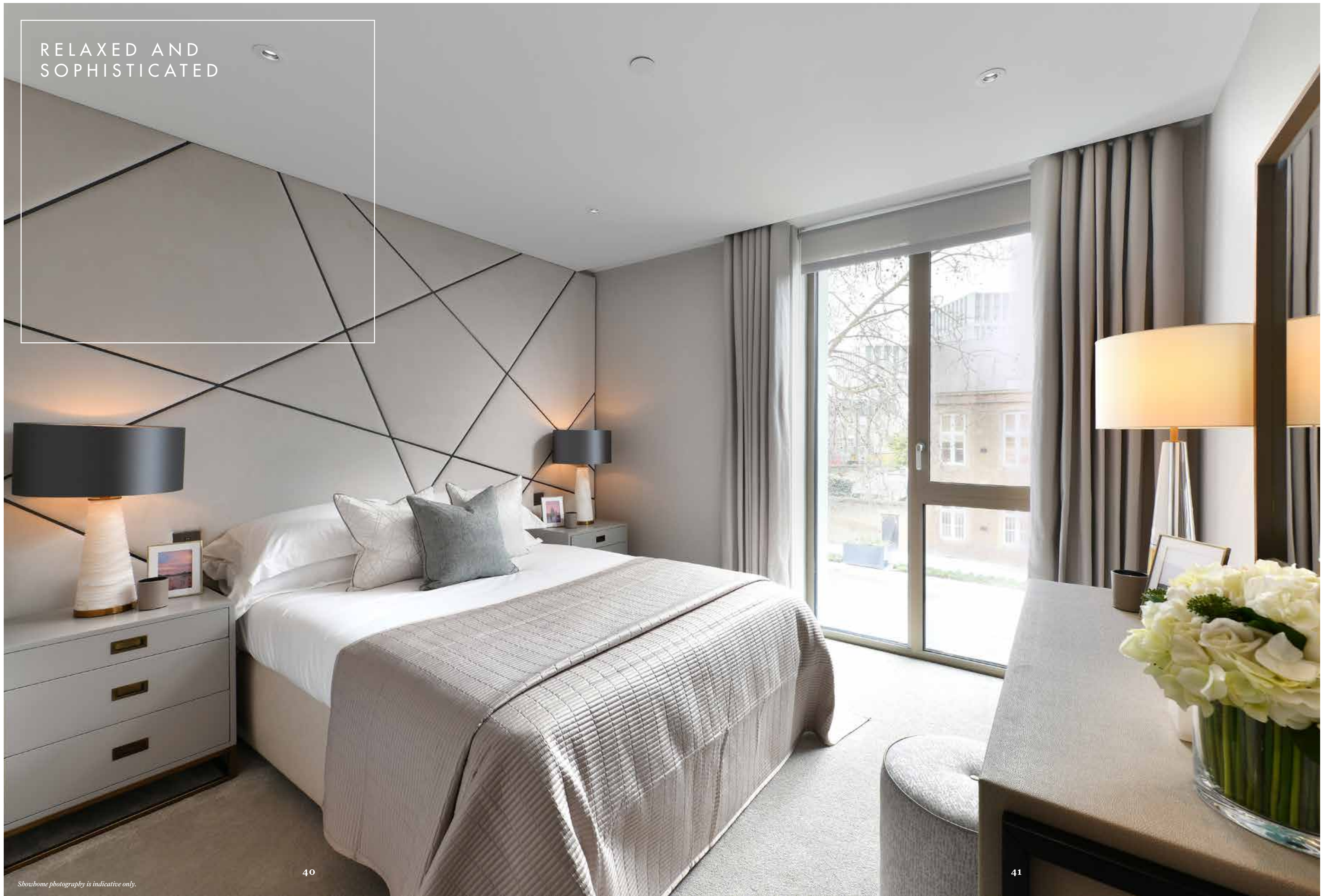
## A CONSIDERED COMBINATION

Combining industrial heritage with textured materials, creating a very distinctive design incorporating a range of features including; feature taps, fluted glass, contemporary vanity units with feature lighting.





RELAXED AND  
SOPHISTICATED





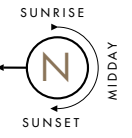
THE APARTMENTS AT PRINCE OF WALES DRIVE ARE DESIGNED FOR MODERN LIVING AT ITS BEST WITH INTERIORS THAT ARE REFINED AND WELCOMING.



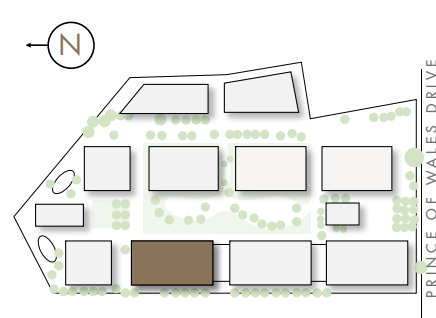


# BOWDEN HOUSE FLOORS 1 - 4

# BOWDEN HOUSE FLOORS 1 - 4



## LOCATION



### TYPE G3A - 3 BEDROOM APARTMENT G-01-01, G-02-11, G-03-21, G-04-31

Total Area	95.17 sqm	1024.1 sqft
Kitchen	3885 mm x 2573 mm	12' 9" x 8' 5"
Dining Area	3803 mm x 3405 mm	12' 6" x 11' 2"
Lounge	3885 mm x 2695 mm	12' 9" x 8' 10"
Master Bedroom	4822 mm x 2750 mm	15' 10" x 9' 0"
Bedroom 2	3878 mm x 3520 mm	12' 9" x 11' 7"
Bedroom 3	2735 mm x 3900 mm	9' 0" x 12' 10"
Balcony	3828 mm x 2065 mm	12' 7" x 6' 9"

### TYPE G3B - 3 BEDROOM APARTMENT G-01-02, G-02-12, G-03-22, G-04-32

Total Area	93.20 sqm	1003.8 sqft
Kitchen	3678 mm x 2787 mm	12' 1" x 9' 2"
Dining Area	4787 mm x 3762 mm	15' 8" x 12' 4"
Lounge	3885 mm x 2700 mm	12' 9" x 8' 10"
Master Bedroom	5682 mm x 3175 mm	18' 8" x 10' 5"
Bedroom 2	3678 mm x 3300 mm	12' 1" x 10' 10"
Bedroom 3	3938 mm x 2410 mm	12' 11" x 7' 11"
Balcony	3843 mm x 2065 mm	12' 7" x 6' 9"

### TYPE G2C - 2 BEDROOM APARTMENT G-01-07, G-02-17, G-03-27, G-04-37

Total Area	71.68 sqm	772 sqft
Kitchen/Dining	3805 mm x 3060 mm	12' 6" x 10' 0"
Lounge	3678 mm x 3085 mm	12' 1" x 10' 1"
Master Bedroom	4950 mm x 3500 mm	16' 3" x 11' 6"
Bedroom 2	3805 mm x 2795 mm	12' 6" x 9' 2"
Balcony	3638 mm x 1890 mm	11' 11" x 6' 2"

### TYPE G1C - 1 BEDROOM APARTMENT G-01-08, G-02-18, G-03-28, G-04-38

Total Area	58.80 sqm	636 sqft
Kitchen	2780 mm x 2620 mm	9' 1" x 8' 7"
Lounge/ Dining	5543 mm x 3495 mm	18' 2" x 11' 6"
Bedroom	4415 mm x 2900 mm	14' 6" x 9' 6"
Balcony	3065 mm x 1990 mm	10' 1" x 6' 6"

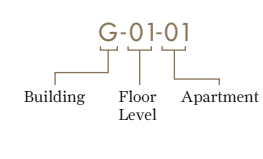
### TYPE G1D - 1 BEDROOM APARTMENT G-01-09, G-02-19, G-03-29, G-04-39

Total Area	58.62 sqm	630 sqft
Kitchen	2745 mm x 2600 mm	9' 0" x 8' 6"
Lounge/ Dining	5560 mm x 3495 mm	18' 3" x 11' 6"
Bedroom	4500 mm x 2850 mm	14' 9" x 9' 4"
Balcony	3065 mm x 1990 mm	10' 1" x 6' 6"

### TYPE G2D - 2 BEDROOM APARTMENT G-01-10, G-02-20, G-03-30, G-04-40

Total Area	78.97 sqm	848 sqft
Kitchen	3100 mm x 2530 mm	10' 2" x 8' 4"
Lounge/ Dining	4942 mm x 4092 mm	16' 3" x 13' 5"
Master Bedroom	4851 mm x 3050 mm	15' 11" x 10' 0"
Bedroom 2	3550 mm x 3000 mm	11' 8" x 9' 10"
Balcony	3290 mm x 2100 mm	10' 10" x 6' 11"

## APARTMENT NUMBERS



## KEY

- Fitted wardrobe W
- Optional wardrobe OW
- Storage ST
- Utility with washer/dryer
- Measurement points
- Utility U

## APARTMENTS

- 1 bedroom
- 2 bedrooms 2 bathrooms
- 3 bedrooms

Floorplans shown for Prince of Wales Drive are for approximate measurements only. Exact layouts and sizes may vary. All measurements may vary within a tolerance of 5% and are to the maximum room dimensions. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Furniture layouts are indicative only. Kitchen layout indicative only. Please ask Sales Consultant for further information.

\* Wheelchair adaptable apartments.

## CENTRAL GARDENS



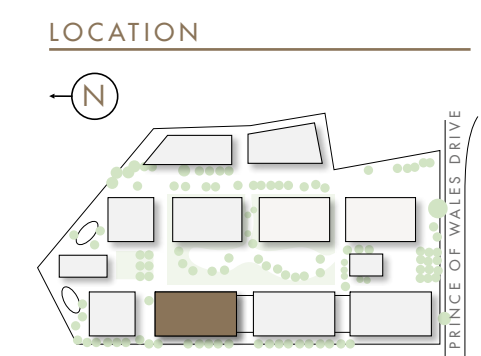


# BOWDEN HOUSE



PREMIUM APARTMENTS, FLOORS 11-13, PAGES 58-63

## BOWDEN HOUSE FLOORS 5 - 10



**TYPE G3A - 3 BEDROOM APARTMENT**  
G-05-41, G-06-51, G-07-61, G-08-71, G-09-81, G-10-91

Total Area	95.17 sqm	1024.1 sqft
Kitchen	3885 mm x 2573 mm	12' 9" x 8' 5"
Dining Area	3803 mm x 3405 mm	12' 6" x 11' 2"
Lounge	3885 mm x 2695 mm	12' 9" x 8' 10"
Master Bedroom	4822 mm x 2750 mm	15' 10" x 9' 0"
Bedroom 2	3878 mm x 3520 mm	12' 9" x 11' 7"
Bedroom 3	2735 mm x 3900 mm	9' 0" x 12' 10"
Balcony	3828 mm x 2065 mm	12' 7" x 6' 9"

**TYPE G3B - 3 BEDROOM APARTMENT**  
G-05-42, G-06-52, G-07-62, G-08-72, G-09-82, G-10-92

Total Area	93.20 sqm	1003.8 sqft
Kitchen	3678 mm x 2787 mm	12' 1" x 9' 2"
Dining Area	4787 mm x 3762 mm	15' 8" x 12' 4"
Lounge	3885 mm x 2700 mm	12' 9" x 8' 10"
Master Bedroom	5682 mm x 3175 mm	18' 8" x 10' 5"
Bedroom 2	3678 mm x 3300 mm	12' 1" x 10' 10"
Bedroom 3	3938 mm x 2410 mm	12' 11" x 7' 11"
Balcony	3843 mm x 2065 mm	12' 7" x 6' 9"

**TYPE G2A - 2 BEDROOM APARTMENT**  
G-05-43, G-06-53, G-07-63, G-08-73, G-09-83, G-10-93

Total Area	77.55 sqm	832 sqft
Kitchen	3435 mm x 2015 mm	11' 3" x 6' 7"
Lounge/ Dining	4708 mm x 3760 mm	15' 5" x 12' 4"
Master Bedroom	6558 mm x 3050 mm	21' 6" x 10' 0"
Bedroom 2	4475 mm x 2900 mm	14' 8" x 9' 6"
Balcony	3433 mm x 2010 mm	11' 3" x 6' 7"

**TYPE G1A - 1 BEDROOM APARTMENT**  
G-05-44, G-06-54, G-07-64, G-08-74, G-09-84, G-10-94

Total Area	58.45 sqm	629.4 sqft
Kitchen	2785 mm x 2600 mm	9' 2" x 8' 6"
Lounge/ Dining	5543 mm x 3495 mm	18' 2" x 11' 6"
Bedroom	4475 mm x 2825 mm	14' 8" x 9' 3"
Balcony	3065 mm x 2010 mm	10' 1" x 6' 7"

**TYPE G1B - 1 BEDROOM APARTMENT**  
G-05-45, G-06-55, G-07-65, G-08-75, G-09-85, G-10-95

Total Area	59.40 sqm	645 sqft
Kitchen	2780 mm x 2630 mm	9' 1" x 8' 8"
Lounge/ Dining	5590 mm x 3495 mm	18' 4" x 11' 6"
Bedroom	4475 mm x 2900 mm	14' 8" x 9' 6"
Balcony	3065 mm x 2010 mm	10' 1" x 6' 7"

**TYPE G2B - 2 BEDROOM APARTMENT**  
G-05-46, G-06-56, G-07-66, G-08-76, G-09-86, G-10-96

Total Area	71.40 sqm	768.4 sqft
Kitchen/Dining	3805 mm x 3080 mm	12' 6" x 10' 1"
Lounge	3680 mm x 3065 mm	12' 1" x 10' 1"
Master Bedroom	4933 mm x 3500 mm	16' 2" x 11' 6"
Bedroom 2	3805 mm x 2795 mm	12' 6" x 9' 2"
Balcony	3638 mm x 1905 mm	11' 11" x 6' 3"

**TYPE G2C - 2 BEDROOM APARTMENT**  
G-05-47, G-06-57, G-07-67, G-08-77, G-09-87, G-10-97

Total Area	71.68 sqm	772 sqft
Kitchen/Dining	3805 mm x 3060 mm	12' 6" x 10' 0"
Lounge	3678 mm x 3085 mm	12' 1" x 10' 1"
Master Bedroom	4950 mm x 3500 mm	16' 3" x 11' 6"
Bedroom 2	3805 mm x 2795 mm	12' 6" x 9' 2"
Balcony	3638 mm x 1890 mm	11' 11" x 6' 2"

**TYPE G1C - 1 BEDROOM APARTMENT**  
G-05-48, G-06-58, G-07-68, G-08-78, G-09-88, G-10-98

Total Area	58.80 sqm	636 sqft
Kitchen	2780 mm x 2620 mm	9' 1" x 8' 7"
Lounge/ Dining	5543 mm x 3495 mm	18' 2" x 11' 6"
Bedroom	4415 mm x 2900 mm	14' 6" x 9' 6"
Balcony	3065 mm x 1990 mm	10' 1" x 6' 6"

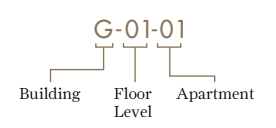
**TYPE G1D - 1 BEDROOM APARTMENT**  
G-05-49, G-06-59, G-07-69, G-08-79, G-09-89, G-10-99

Total Area	58.62 sqm	630 sqft
Kitchen	2745 mm x 2600 mm	9' 0" x 8' 6"
Lounge/ Dining	5560 mm x 3495 mm	18' 3" x 11' 6"
Bedroom	4500 mm x 2850 mm	14' 9" x 9' 4"
Balcony	3065 mm x 1990 mm	10' 1" x 6' 6"

**TYPE G2D - 2 BEDROOM APARTMENT**  
G-05-50, G-06-60, G-07-70, G-08-80, G-09-90, G-10-100

Total Area	78.97 sqm	848 sqft
Kitchen	3100 mm x 2530 mm	10' 2" x 8' 4"
Lounge/ Dining	4942 mm x 4092 mm	16' 3" x 13' 5"
Master Bedroom	4851 mm x 3050 mm	15' 11" x 10' 0"
Bedroom 2	3550 mm x 3000 mm	11' 8" x 9' 10"
Balcony	3290 mm x 2100 mm	10' 10" x 6' 11"

### APARTMENT NUMBERS



### KEY

- Fitted wardrobe W
- Optional wardrobe OW
- Storage ST
- Utility with washer/dryer
- Measurement points
- Utility U

### APARTMENTS

- 1 bedroom
- 2 bedrooms 2 bathrooms
- 3 bedrooms

Floorplans shown for Prince of Wales Drive are for approximate measurements only. Exact layouts and sizes may vary. All measurements may vary within a tolerance of 5% and are to the maximum room dimensions. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Furniture layouts are indicative only. Kitchen layout indicative only. Please ask Sales Consultant for further information.  
\* Wheelchair adaptable apartments.

## BOWDEN HOUSE FLOORS 5 - 10

### CENTRAL GARDENS





## APARTMENT INTERIOR OPTIONS

Muza Lab have designed two bespoke palettes for the interiors: City and Town.

### BOWDEN HOUSE



PREMIUM APARTMENTS, FLOORS 11-13, PAGES 58-63



*A standard apartment kitchen.  
Computer generated image, indicative only.*



*A standard apartment bathroom.  
Computer generated image, indicative only.*

#### CITY

This palette choice takes a strong reference from the rich industrial heritage in both the choices of colours and materials. In the kitchen, ceramic tiles banding highlights the splashback, while in the bathroom, darker tones are to the vanity unit and the composite stone vanity top and sink surround.



*A standard apartment bathroom.  
Computer generated image, indicative only.*



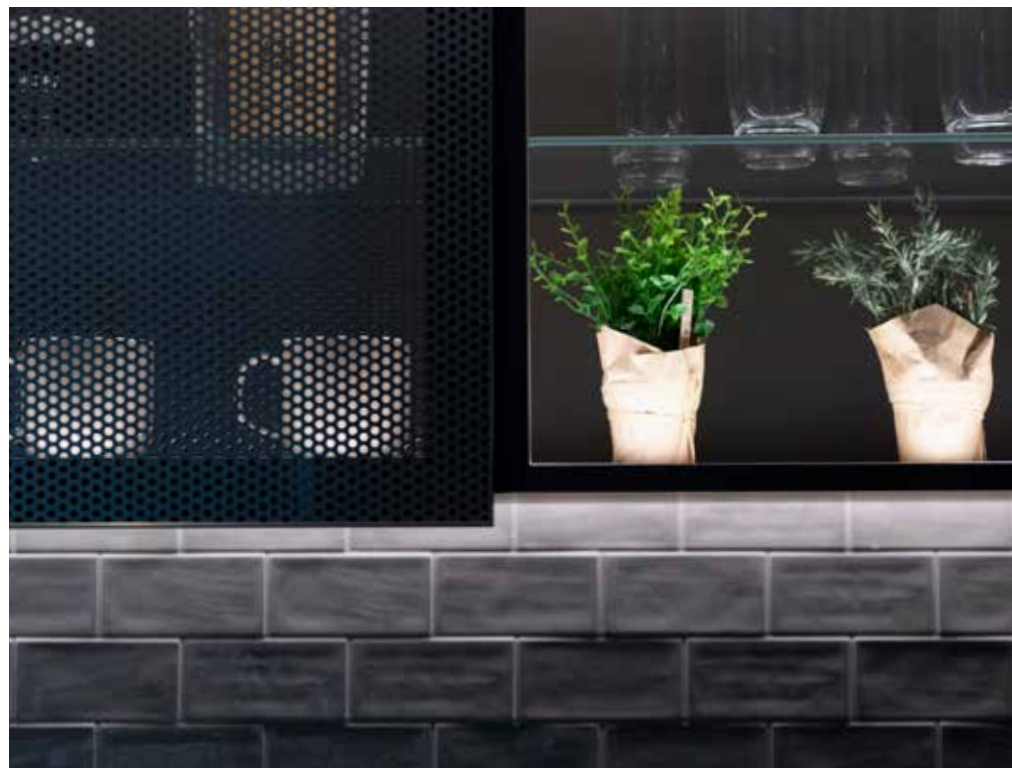
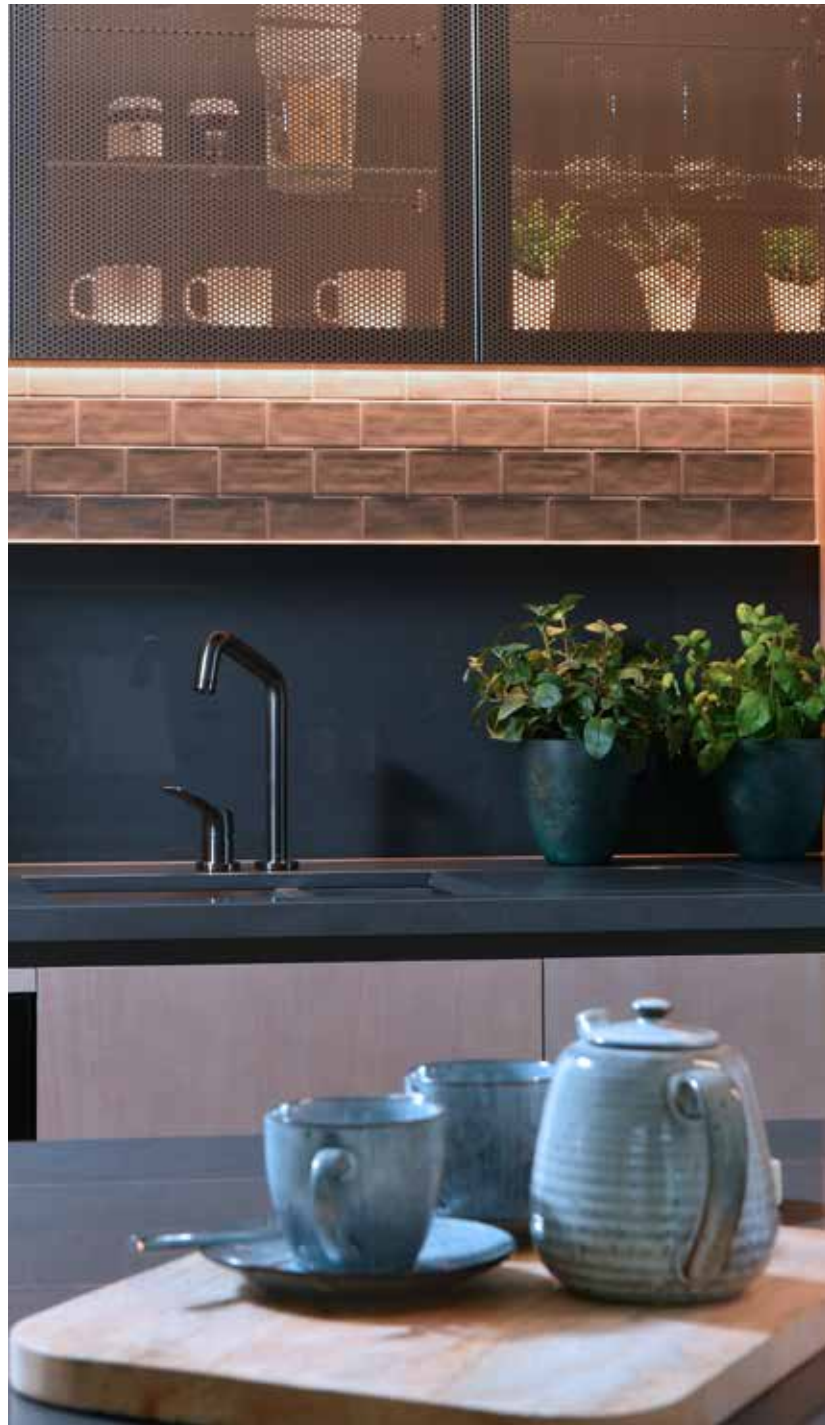
*A standard apartment kitchen.  
Computer generated image, indicative only.*

#### TOWN

In contrast to City this palette is softer and warmer in tone. In the kitchen the colour of the composite stone counter tops and timber veneered cupboard doors suggest the influence of the nature of the park. Continued through to the bathroom, timber effect vanity unit combines with textured tiles to the bathroom feature wall.



# APARTMENT SPECIFICATION



☐☐ MATERIALS USED ARE WITHIN THE FINEST TRADITIONS OF LUXURY RESIDENTIAL DESIGN, IMAGINATIVELY COMBINED TO ACHIEVE HARMONY AND CHARM. ☐☐

**Inge Moore,**  
Principal and Creative Director, Founder, Muza Lab

## KITCHEN

- Contemporary designed bespoke fitted kitchen with feature cupboard
- Composite stone worktops
- Composite stone splashback with feature ceramic tiles above
- Integrated Siemens appliances including combi oven/microwave or single oven and separate microwave, induction hob, dishwasher and fridge/freezer
- Concealed extractor
- Washer/dryer in separate utility cupboard
- Undercounter beverage cooler (where applicable)
- Undermounted stainless steel sink with contemporary tap
- Under wall cabinet lighting

## BATHROOM & ENSUITE

- Contemporary white sanitaryware
- Composite stone worktops
- Undermounted white ceramic basin with contemporary tap
- Wall mounted dual flush WC
- Custom designed mirrored vanity unit with concealed shaver socket
- Fluted glass shower screen
- Ceiling mounted showerhead and handheld shower with thermostatic controls
- Porcelain floor and wall tiling
- Towel rail to heated wall

## LIVING ROOM

- Recessed full height fitted sheer roller blind

## WARDROBE

- Fitted wardrobe to master bedroom with fluted glass doors, automatic light, shelf, hanging rail and drawer pack

## WALL & FLOOR FINISHES

- Painted internal walls. Colour subject to chosen palette
- Engineered timber flooring to hallways, living and dining room. Colour subject to chosen palette
- Carpet to bedrooms. Colour subject to chosen palette

## ELECTRICS & LIGHTING

- Bespoke finish to switches and sockets where applicable
- LED downlights throughout
- Dimmable lights to living room and master bedroom
- Automatic lighting to utility and coat cupboards
- TV point to living room and all bedrooms
- BT point to living room and master bedroom
- Provision for Sky+ to living room and all bedrooms
- Provision for high speed broadband
- Video door entry system
- Smoke and heat detectors and sprinkler system throughout
- USB socket to kitchen and all bedrooms
- International satellite TV services (e.g. Arabsat and Hotbird) are available over the broadband network via connection of an IPTV set-top box (customers to provide own broadband and set-top box).

## IRONMONGERY

- Bespoke designed feature handle to front door
- Multi-point locking system to front door
- Individual letterbox
- Contemporary finish to internal ironmongery

## HEATING & COOLING

- Underfloor heating throughout
- Comfort cooling
- Touch screen controls
- Mechanical ventilation system

## SECURITY

- 24-hour concierge
- Secure underground parking (Available to purchase on a 'right to park' basis as both unallocated and allocated terms, subject to certain criteria)
- Communal CCTV
- Entrance to buildings and car park via a fob

## EXTERNAL AREAS

- Glass balustrade with feature handrail
- Balcony/terrace decking

## COMMUNAL AREAS

- Feature wall panelling and tiling to main entrance lobbies
- Carpet to communal corridors

## SUSTAINABILITY

- Energy efficient lighting throughout
- Sustainably sourced timber
- Locally sourced materials where possible
- Acoustic and thermal insulation designed into the fabric of the building
- Heating and hot water provided by an energy efficient central combined heat and power system
- Photovoltaic panels to roof tops
- Mechanical ventilation system
- High performance glazing to all doors and windows

Showhome photography is indicative only.



THE PREMIUM  
COLLECTION





DISTINCTIVE  
INTERIOR DESIGN







*A premium apartment master ensuite.  
Computer generated image, indicative only.*



*A premium apartment bedroom.  
Computer generated image, indicative only.*



*Computer generated image of a premium apartment terrace.  
Indicative only and subject to change.*

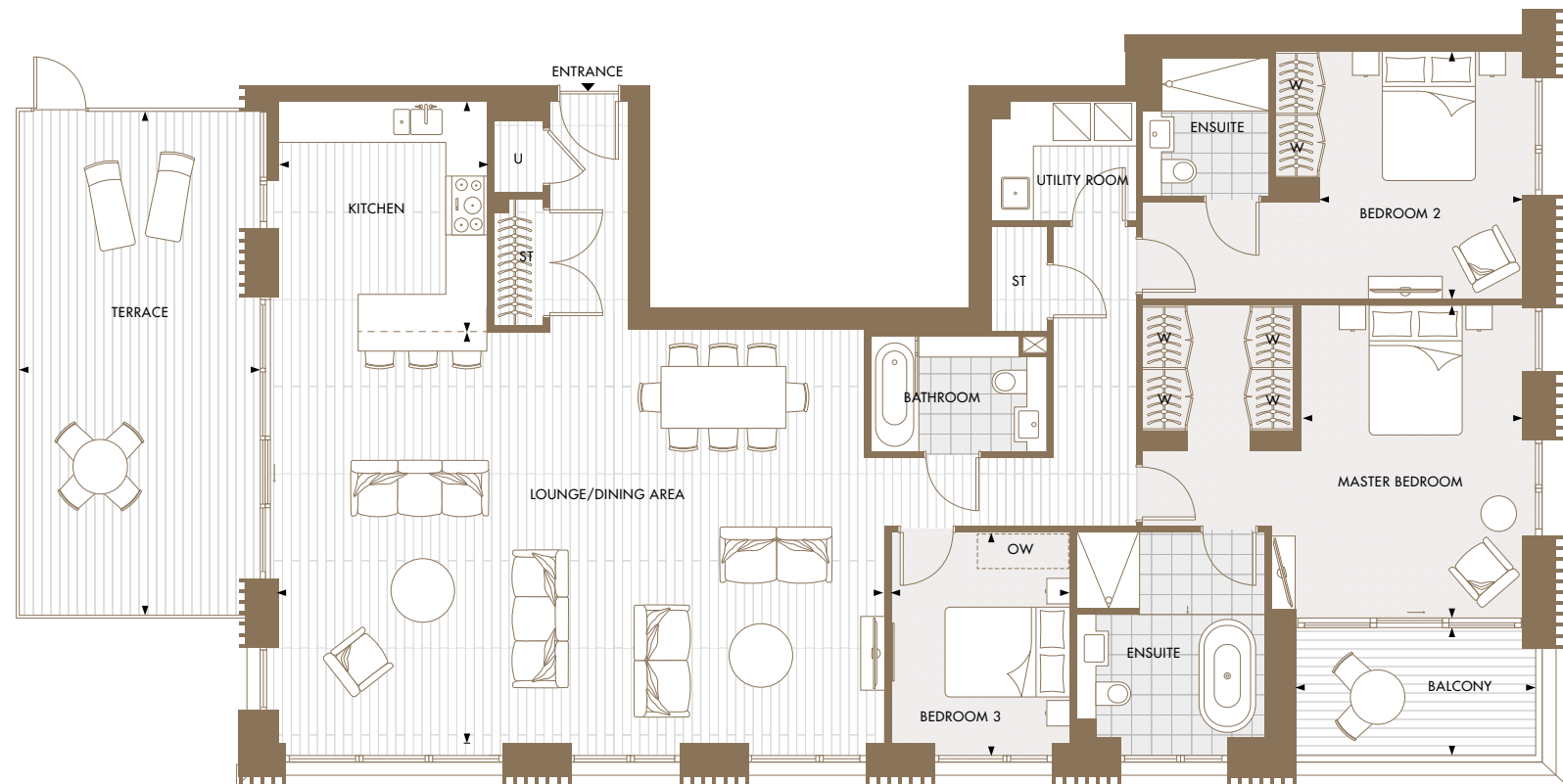
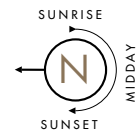
## REFINED SPECIFICATION AND DESIGN

An exclusive collection of 3 bedroom 3 bathroom apartments which are triple aspect featuring terraces and balconies to living area and master bedroom. The design complements the spacious layouts and the hidden luxuries of acoustic insulation, comfort cooling, underfloor heating and floor-to-ceiling glazing.



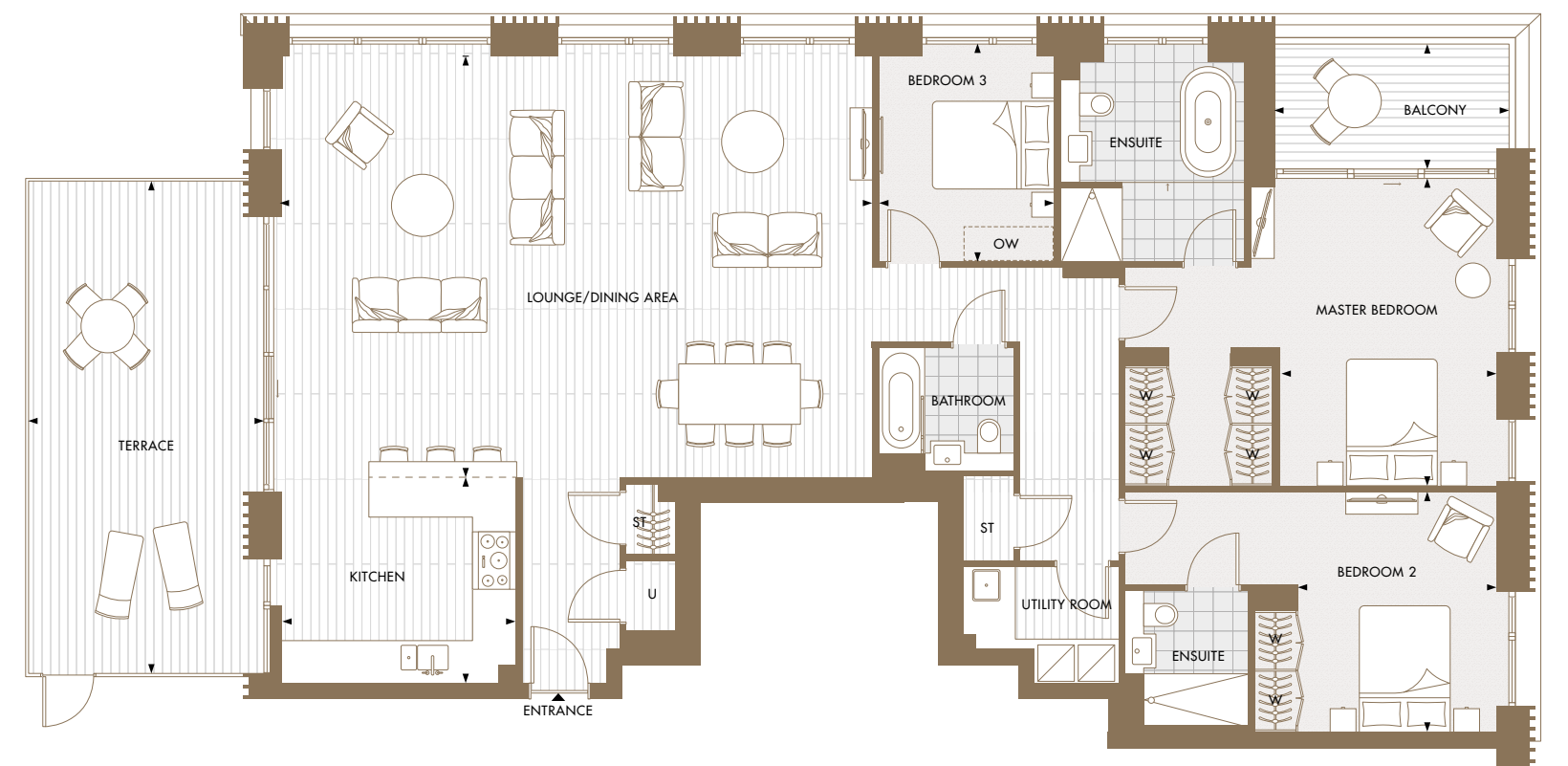
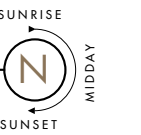
**BOWDEN HOUSE**  
**3 BEDROOM**  
**PREMIUM APARTMENT**  
**G-11-101**  
**FLOOR 11**

Total Area	181.53 sqm	1956 sqft
Kitchen	3670 mm x 3300 mm	12' 0" x 10' 10"
Lounge / Dining Area	9638 mm x 6555 mm	31' 7" x 21' 6"
Master Bedroom	6050 mm x 4800 mm	19' 10" x 15' 9"
Bedroom 2	6050 mm x 3988 mm	19' 10" x 13' 1"
Bedroom 3	3365 mm x 2873 mm	11' 0" x 9' 5"
Balcony	3843 mm x 2065 mm	12' 7" x 6' 9"
Terrace	8030 mm x 3840 mm	26' 4" x 12' 7"

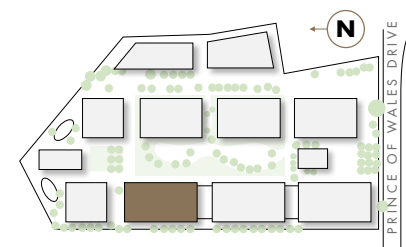


**BOWDEN HOUSE**  
**3 BEDROOM**  
**PREMIUM APARTMENT**  
**G-11-102**  
**FLOOR 11**

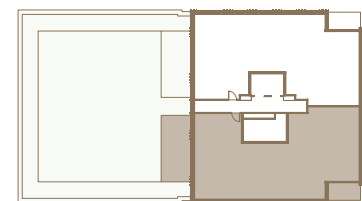
Total Area	186.04 sqm	2002 sqft
Kitchen	3816 mm x 3355 mm	12' 6" x 11' 0"
Lounge / Dining Area	9620 mm x 6870 mm	31' 7" x 22' 6"
Master Bedroom	6050 mm x 4917 mm	19' 10" x 16' 2"
Bedroom 2	6050 mm x 3870 mm	19' 10" x 12' 8"
Bedroom 3	3365 mm x 2875 mm	11' 0" x 9' 5"
Balcony	3843 mm x 2066 mm	12' 7" x 6' 9"
Terrace	8030 mm x 3840 mm	26' 4" x 12' 7"



**LOCATION**



**LOCATOR**

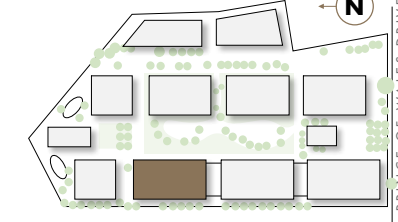


**KEY**

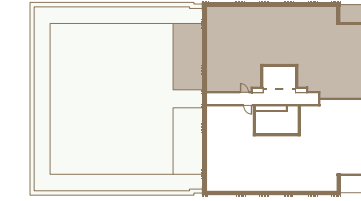
- Fitted wardrobe W
- Optional wardrobe OW
- Store cupboard ST
- Washing machine and tumble dryer
- Measurement points
- Utility U

Floorplans shown for Prince of Wales Drive are for approximate measurements only. Exact layouts and sizes may vary. All measurements may vary within a tolerance of 5% and are to the maximum room dimensions. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Furniture layouts are indicative only. Kitchen layout indicative only. Please ask Sales Consultant for further information.

**LOCATION**



**LOCATOR**



**KEY**

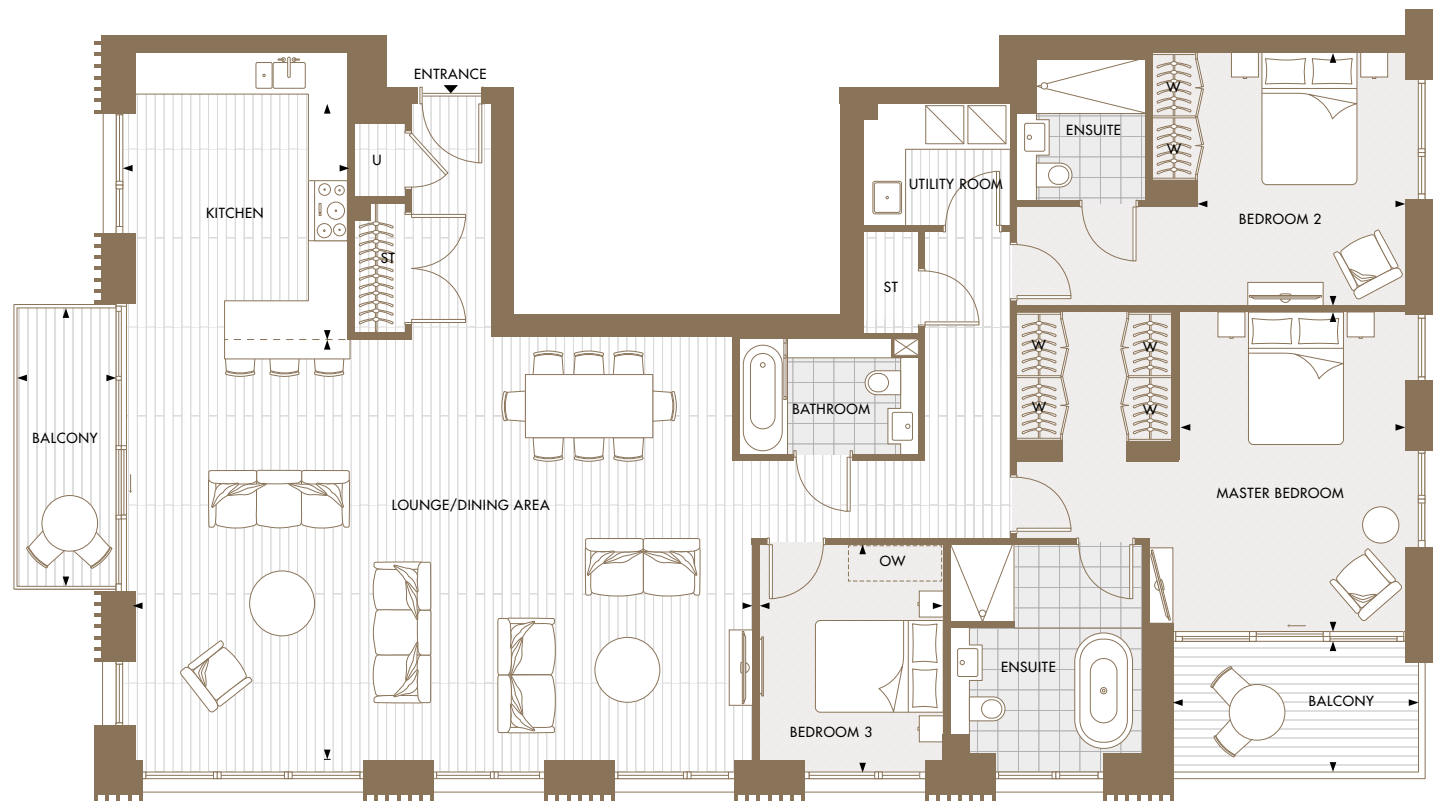
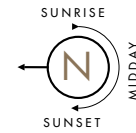
- Fitted wardrobe W
- Optional wardrobe OW
- Store cupboard ST
- Washing machine and tumble dryer
- Measurement points
- Utility U

Floorplans shown for Prince of Wales Drive are for approximate measurements only. Exact layouts and sizes may vary. All measurements may vary within a tolerance of 5% and are to the maximum room dimensions. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Furniture layouts are indicative only. Kitchen layout indicative only. Please ask Sales Consultant for further information.



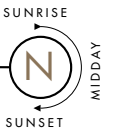
**BOWDEN HOUSE**  
**3 BEDROOM**  
**PREMIUM APARTMENT**  
**G-12-103**  
**FLOOR 12**

Total Area	184.67 sqm	1989 sqft
Kitchen	4475 mm x 3300 mm	14' 8" x 10' 10"
Lounge / Dining Area	9638 mm x 6550 mm	31' 7" x 21' 6"
Master Bedroom	6050 mm x 4800 mm	19' 10" x 15' 9"
Bedroom 2	6050 mm x 3987 mm	19' 10" x 13' 1"
Bedroom 3	3365 mm x 2873 mm	11' 0" x 9' 5"
Balcony	4176 mm x 1473 mm	13' 8" x 4' 10"
Balcony	3843 mm x 2065 mm	12' 7" x 6' 9"

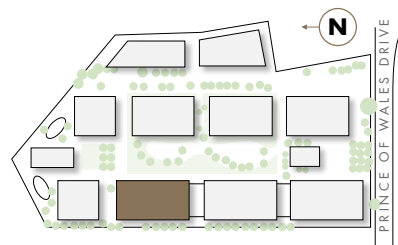


**BOWDEN HOUSE**  
**3 BEDROOM**  
**PREMIUM APARTMENT**  
**G-12-104**  
**FLOOR 12**

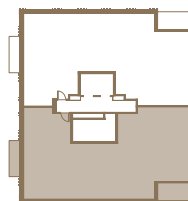
Total Area	189.18 sqm	2036 sqft
Kitchen	4150 mm x 3816 mm	13' 7" x 12' 6"
Lounge / Dining Area	9620 mm x 6875 mm	31' 7" x 22' 7"
Master Bedroom	6050 mm x 4917 mm	19' 10" x 16' 2"
Bedroom 2	6050 mm x 3870 mm	19' 10" x 12' 8"
Bedroom 3	3365 mm x 2875 mm	11' 0" x 9' 5"
Balcony	4175 mm x 1470 mm	13' 8" x 4' 10"
Balcony	3843 mm x 2065 mm	12' 7" x 6' 9"



**LOCATION**



**LOCATOR**

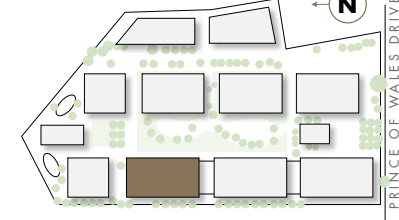


**KEY**

Fitted wardrobe	W
Optional wardrobe	OW
Store cupboard	ST
Washing machine and tumble dryer	
Measurement points	◀▶
Utility	U

Floorplans shown for Prince of Wales Drive are for approximate measurements only. Exact layouts and sizes may vary. All measurements may vary within a tolerance of 5% and are to the maximum room dimensions. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Furniture layouts are indicative only. Kitchen layout indicative only. Please ask Sales Consultant for further information.

**LOCATION**



**LOCATOR**



**KEY**

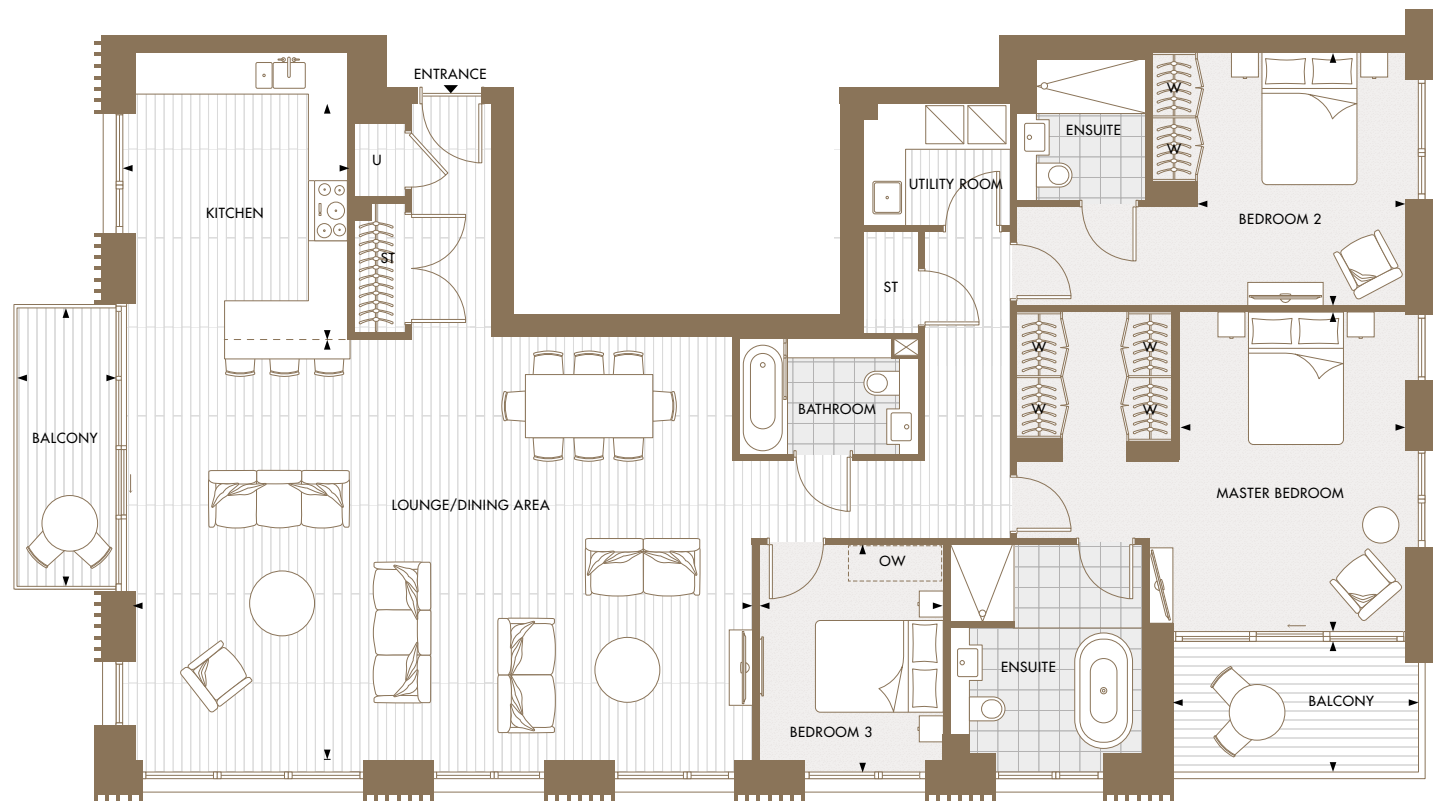
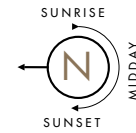
Fitted wardrobe	W
Optional wardrobe	OW
Store cupboard	ST
Washing machine and tumble dryer	
Measurement points	◀▶
Utility	U

Floorplans shown for Prince of Wales Drive are for approximate measurements only. Exact layouts and sizes may vary. All measurements may vary within a tolerance of 5% and are to the maximum room dimensions. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Furniture layouts are indicative only. Kitchen layout indicative only. Please ask Sales Consultant for further information.



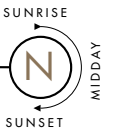
**BOWDEN HOUSE**  
**3 BEDROOM**  
**PREMIUM APARTMENT**  
**G-13-105**  
**FLOOR 13**

Total Area	184.67 sqm	1989 sqft
Kitchen	4475 mm x 3300 mm	14' 8" x 10' 10"
Lounge / Dining Area	9638 mm x 6550 mm	31' 7" x 21' 6"
Master Bedroom	6050 mm x 4800 mm	19' 10" x 15' 9"
Bedroom 2	6050 mm x 3987 mm	19' 10" x 13' 1"
Bedroom 3	3365 mm x 2873 mm	11' 0" x 9' 5"
Balcony	4176 mm x 1473 mm	13' 8" x 4' 10"
Balcony	3843 mm x 2065 mm	12' 7" x 6' 9"

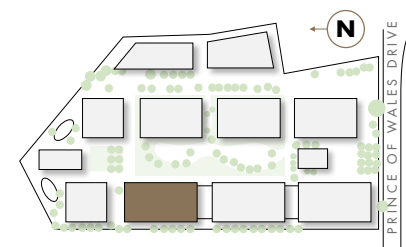


**BOWDEN HOUSE**  
**3 BEDROOM**  
**PREMIUM APARTMENT**  
**G-13-106**  
**FLOOR 13**

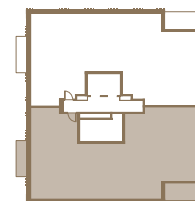
Total Area	189.18 sqm	2036 sqft
Kitchen	4150 mm x 3816 mm	13' 7" x 12' 6"
Lounge / Dining Area	9620 mm x 6875 mm	31' 7" x 22' 7"
Master Bedroom	6050 mm x 4917 mm	19' 10" x 16' 2"
Bedroom 2	6050 mm x 3870 mm	19' 10" x 12' 8"
Bedroom 3	3365 mm x 2875 mm	11' 0" x 9' 5"
Balcony	4175 mm x 1470 mm	13' 8" x 4' 10"
Balcony	3843 mm x 2065 mm	12' 7" x 6' 9"



**LOCATION**



**LOCATOR**

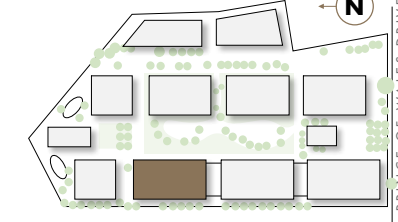


**KEY**

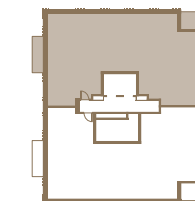
Fitted wardrobe	W
Optional wardrobe	OW
Store cupboard	ST
Washing machine and tumble dryer	
Measurement points	◀▶
Utility	U

Floorplans shown for Prince of Wales Drive are for approximate measurements only. Exact layouts and sizes may vary. All measurements may vary within a tolerance of 5% and are to the maximum room dimensions. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Furniture layouts are indicative only. Kitchen layout indicative only. Please ask Sales Consultant for further information.

**LOCATION**



**LOCATOR**



**KEY**

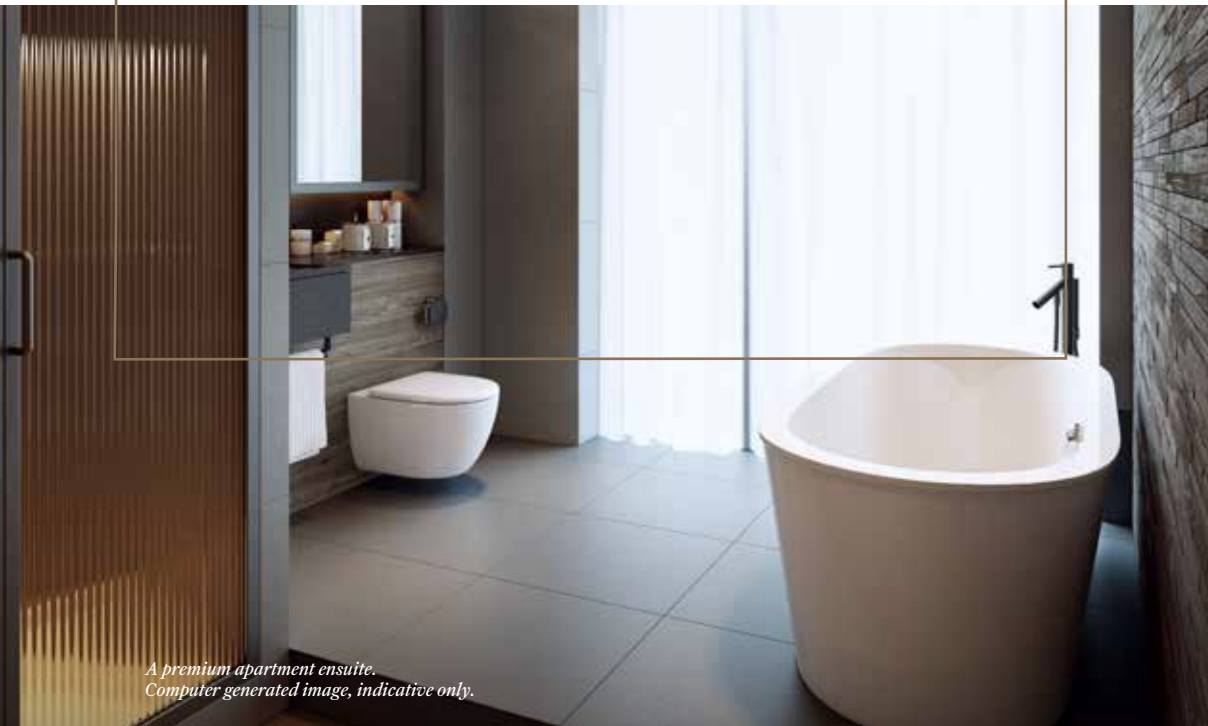
Fitted wardrobe	W
Optional wardrobe	OW
Store cupboard	ST
Washing machine and tumble dryer	
Measurement points	◀▶
Utility	U

Floorplans shown for Prince of Wales Drive are for approximate measurements only. Exact layouts and sizes may vary. All measurements may vary within a tolerance of 5% and are to the maximum room dimensions. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Furniture layouts are indicative only. Kitchen layout indicative only. Please ask Sales Consultant for further information.



# THE PREMIUM COLLECTION INTERIOR OPTIONS

Muza Lab have designed three bespoke palettes for the interiors: Putney, Victoria and Westminster.



*A premium apartment ensuite.  
Computer generated image, indicative only.*



*A premium apartment kitchen.  
Computer generated image, indicative only.*



*A premium apartment ensuite.  
Computer generated image, indicative only.*



*A premium apartment kitchen.  
Computer generated image, indicative only.*



*A premium apartment ensuite.  
Computer generated image, indicative only.*



*A premium apartment kitchen.  
Computer generated image, indicative only.*

## PUTNEY

This palette choice takes a strong reference from the rich industrial heritage in both the choices of colours and materials. In the kitchen, grey limewash flooring forms the backdrop to such features as gunmetal taps and a metal mesh finish to the feature cabinet.

The kitchen counter is a dark stone and the splashback has an antique mirror tile feature. Timber effect tiles together with a dark stone vanity unit create a bold statement in the bathroom. This is complemented by grey tiles on the walls and floor, with a grey feature wall of layered ceramic tiles and fluted glass bath/shower screens.

## VICTORIA

Takes inspiration from the natural hues of the park. The overall palette is soft and honey toned, with a light oak floor, pale reconstituted stone kitchen counter, timber veneered cupboard doors. The feature cabinets complement the metal veined glass. With industrial style taps in a brushed nickel finish.

Timber effect tiles with a creamy reconstituted stone sink surround and counter top form a vanity unit of rich, warm tones. There are lightly coloured floor and wall tiles with a textured ceramic tile feature wall.

## WESTMINSTER

Westminster offers the greatest contrast of the light and the dark in its palette. Here, pale reconstituted stone is coupled with a dark grey floor and wall tile, in the bathroom. A creamy white stone, with soft grey veining, in the kitchen, is combined with richly toned oak flooring, laid herringbone pattern with timber veneered kitchen cabinetry.

Rough ceramic slabs create a textured feature wall in the bathroom, which accompany timber effect tiles to the vanity unit and gunmetal finish to the taps.



# THE PREMIUM COLLECTION SPECIFICATION



□□ MUZA LAB ESTABLISHED A PALETTE OF MATERIALS AND COLOURS THAT UNIQUELY BELONG TO PRINCE OF WALES DRIVE. □□

**Inge Moore,**  
Principal and Creative Director, Founder, Muza Lab



## KITCHEN

- Contemporary bespoke designed fitted kitchen with feature cupboard
- Granite or composite stone counter top\*
- Composite stone splashback with antique mirror feature above
- Integrated Miele appliances including combi oven with microwave, combi oven with steam, induction hob, coffee machine, dishwasher, fridge/freezer
- Concealed extractor
- Undercounter beverage cooler
- Free-standing Miele washing machine and free-standing dryer in the laundry room
- Undermounted stainless steel sink with contemporary tap
- Under wall cabinet lighting

## BATHROOM & ENSUITE

- Contemporary white sanitaryware
- Granite or composite stone splashback\*
- Undermounted white basin with contemporary taps
- Wall mounted dual flush WC
- Custom designed mirrored vanity unit with concealed shaver socket
- Fluted glass shower screen
- Ceiling mounted showerhead and handheld shower with thermostatic controls
- Freestanding bath to master ensuite
- Towel rail to heated wall
- Porcelain floor and wall tiling
- LED feature lighting

## LIVING ROOM

- Recessed full height fitted roller blind

## WARDROBE

- Fitted wardrobe with fluted glass door, automatic light, shelf, drawer set and hanging rail to master bedroom and bedroom 2

## WALL & FLOOR FINISHES

- Painted internal walls. Colour subject to chosen palette
- Engineered Oak floor to hallways, living and dining room colour subject to chosen palette
- Carpet to bedrooms. Colour subject to chosen palette
- Increased ceiling height

## ELECTRICS & LIGHTING

- Bespoke finish to switches and sockets where applicable
- LED downlights throughout
- Dimmable lights to living room and master bedroom
- Automatic lighting to utility and coat cupboards
- TV point to living room and all bedrooms
- BT point to living room and master bedroom
- Samsung 46" LED TV to living room and Sonos sound bar
- Provision for Sky+ to living room and all bedrooms
- Provision for high speed broadband
- Video door entry system
- Smoke and heat detectors and sprinkler system throughout
- USB socket to kitchen and all bedrooms
- International satellite TV services (e.g. Arabsat and Hotbird) are available over the broadband network via connection of an IPTV set-top box (customers to provide own broadband and set-top box).

## IRONMONGERY

- Bespoke designed feature handle to front door
- Multi-point locking system to front door
- Individual letterbox
- Contemporary finish to internal ironmongery

## HEATING & COOLING

- Underfloor heating throughout
- Comfort cooling
- Touch screen controls
- Mechanical ventilation system

## SECURITY

- 24-hour concierge
- Secure underground parking (Available to purchase on a 'right to park' basis as both unallocated and allocated terms, subject to certain criteria)
- Communal CCTV
- Entrance to buildings and car park via a fob

## EXTERNAL AREAS

- Glass balustrade with feature handrail
- Balcony/terrace decking

## COMMUNAL AREAS

- Feature wall panelling and tiling to main entrance lobbies
- Carpet to communal corridors

## SUSTAINABILITY

- Energy efficient lighting throughout
- Sustainably sourced timber
- Locally sourced materials where possible
- Acoustic and thermal insulation designed into the fabric of the building
- Heating and hot water provided by an energy efficient central combined heat and power system
- Photovoltaic panels to roof tops
- Mechanical ventilation system
- High performance glazing to all doors and windows

Computer generated images are indicative only.

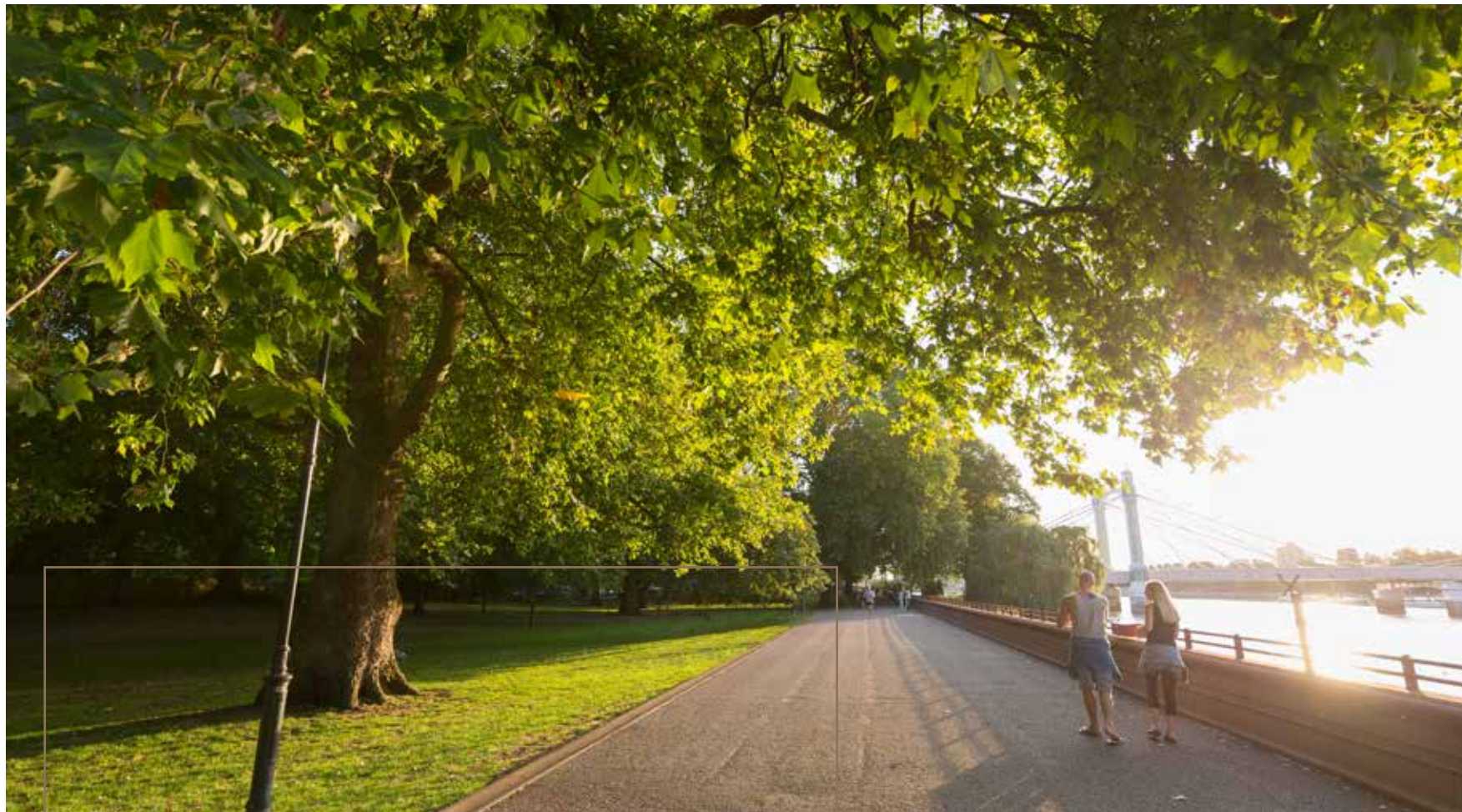
\* dependent on chosen palette



## BATTERSEA PARK

LESS THAN 180 METRES FROM PRINCE OF WALES DRIVE, IS ONE OF LONDON'S FINEST PARKS PROVIDING 200 ACRES OF OPEN SPACE ON THE RIVER THAMES, IT OFFERS SPACE TO RUN, CYCLE, ROW, STROLL AND ENJOY.





## OUTDOORS ALL YEAR ROUND

With a new pedestrian access through its own reclaimed railway arch<sup>1</sup>, Prince of Wales Drive is always close to the seasonal changes in the park – a truly idyllic place to spend time in the fresh air. Set within 200 acres, with views out across the river, a huge lake and glorious fountains, there is a lakeside café, sports facilities, children's zoo and plenty of year-round events to keep the family entertained.





BATTERSEA, CHELSEA  
AND BEYOND

IN THE CENTRE OF  
A BUZZING LOCAL  
COMMUNITY, A FEW  
MINUTES FROM THE  
TRANQUILITY OF THE  
RIVER THAMES AND  
JUST A MILE FROM  
SLOANE SQUARE.







Battersea Power Station.



New restaurants now open at Circus West Village, Battersea Power Station.

## BATTERSEA TODAY

Battersea is steeped in tradition and an area defined by its quirky contrasts. Independent shops, cafés and bistros are being boosted as a result of a wider regeneration area that will see a gleaming new town centre stand out from its more traditional mansion block architecture.

The transformation of the iconic Battersea Power Station will deliver one of the biggest, vibrant retail destinations in London, offering a diverse selection of over 100 shops, 20 cafés and restaurants, and a street food market. A new pedestrianised high street, 'Electric Boulevard', coupled with a six-acre park and cultural spaces – one of the world's leading destinations will be right on your doorstep to enjoy.

The new US Embassy is open and Apple is relocating its European headquarters into the power station. These are just a few of the high profile commercial tenants expected to provide the location with 25,000 more jobs.





## CHELSEA CALLING

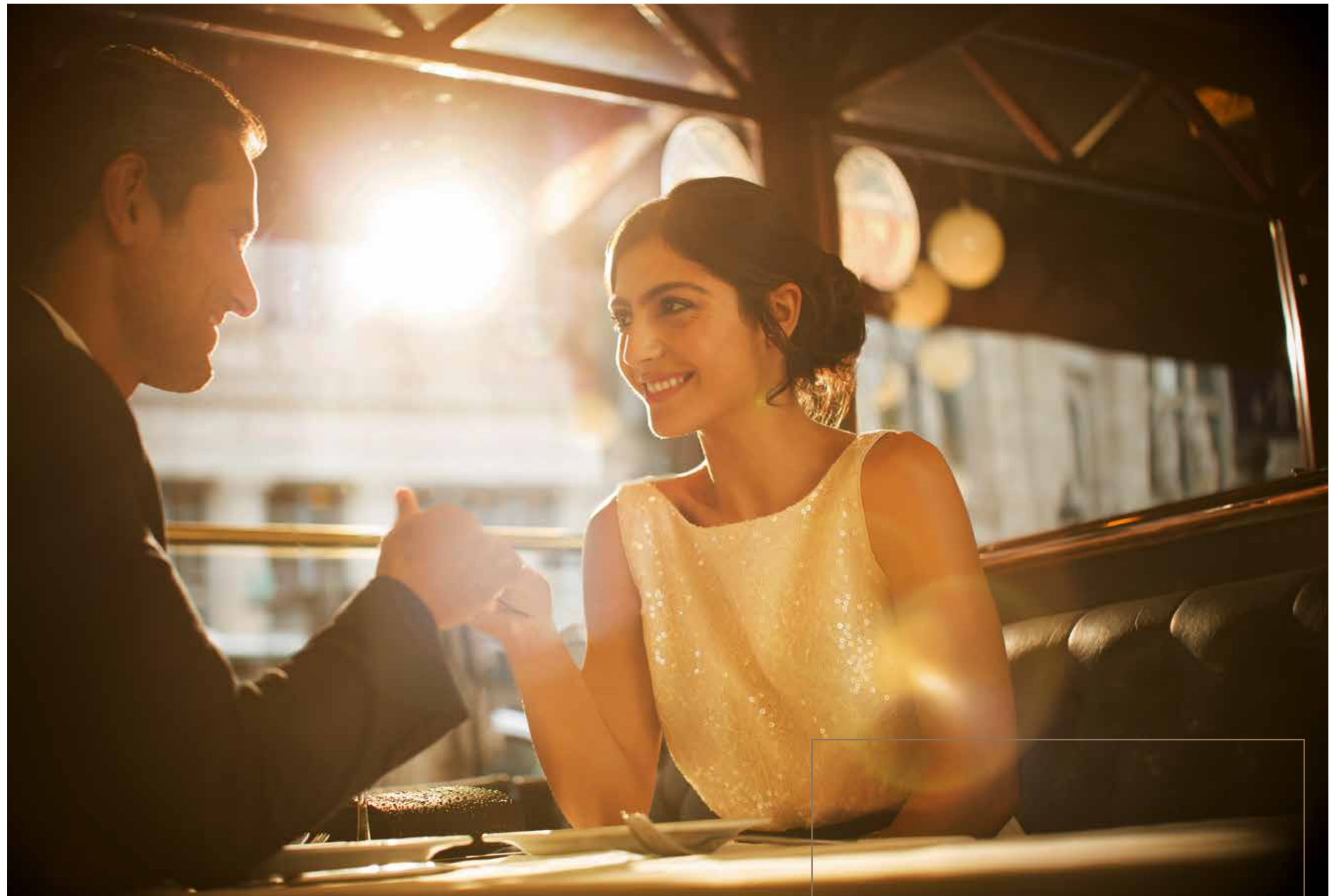
Within minutes of Prince of Wales Drive is the Royal Borough, and the always fashionable, Kensington and Chelsea. This is where opulence, tradition and style are everywhere - from shopping at Harrods or on the King's Road, to some of the Capital's best art and fine dining experiences.





☐☐  
THE HAPPINESS OF LONDON IS  
NOT TO BE CONCEIVED BUT BY  
THOSE WHO HAVE BEEN IN IT.

☐☐  
**Samuel Johnson,**  
English writer (1709–1794)



## WEST END DINING AND SHOPPING

Famous for its theatres, tourist hotspots and shopping, the West End is London's jewel in the crown for entertainment. The National Gallery, The National Portrait Gallery and The Royal Academy of Arts stand amongst some of London's most iconic shopping streets – Bond Street, Regent Street, Oxford Street and more. Its flagship stores, fine dining and the Capital's favourite bistros offer the opportunity to experience something new on every visit.



□□  
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

## CREATED BY: ST WILLIAM

### OUR DIFFERENCE

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.

**St William**  
Designed for life

## PRINCE OF WALES DRIVE – 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.



Proud to be a member of the Berkeley Group of Companies  
[www.berkeleygroup.co.uk](http://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

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](http://www.berkeleyfoundation.org.uk)  
[www.berkeleygroup.co.uk](http://www.berkeleygroup.co.uk)



Computer generated image of Bowden House at Prince of Wales Drive. Indicative only and subject to change.

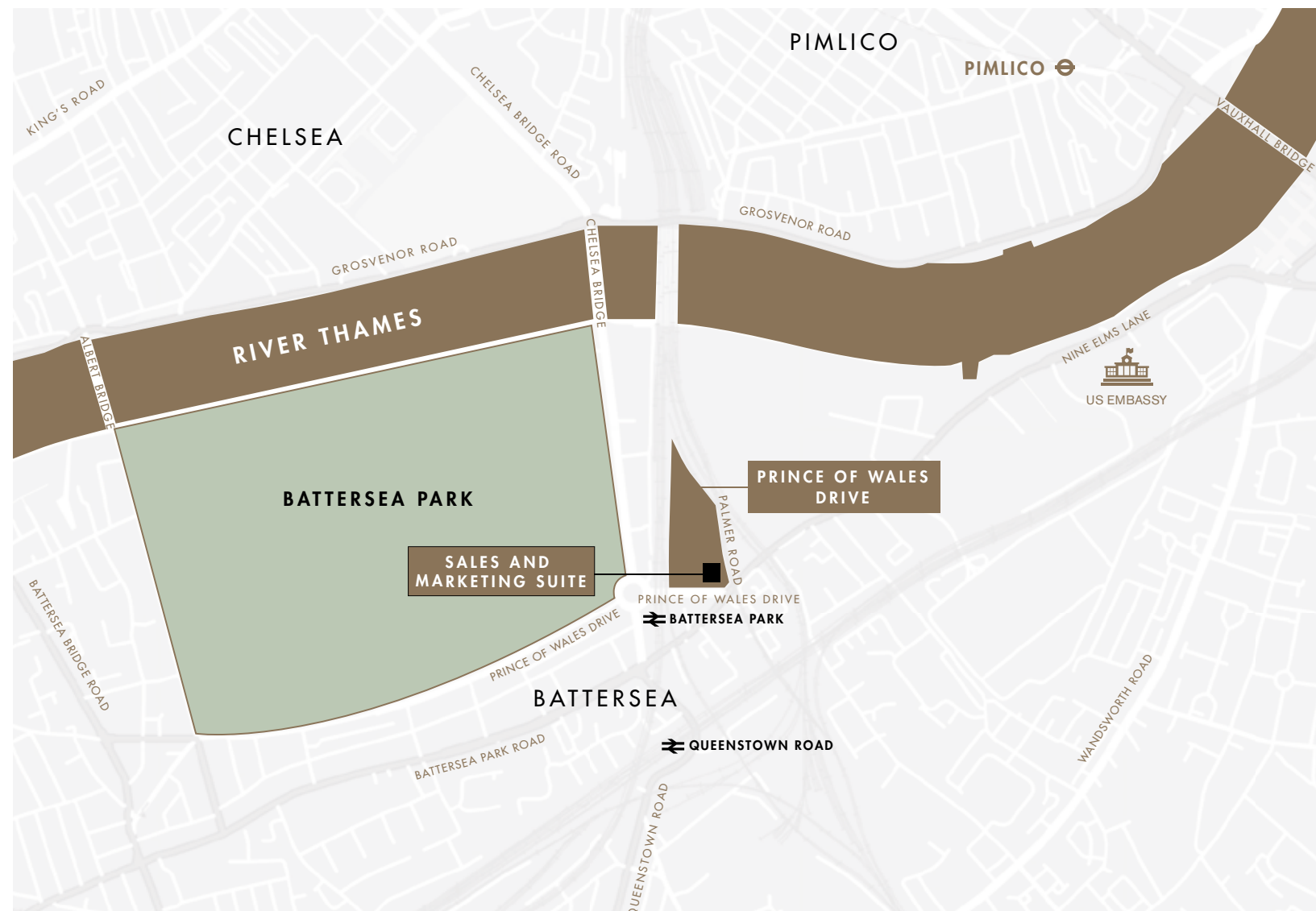


**SALES AND  
MARKETING SUITE**  
OPEN DAILY 10AM-6PM

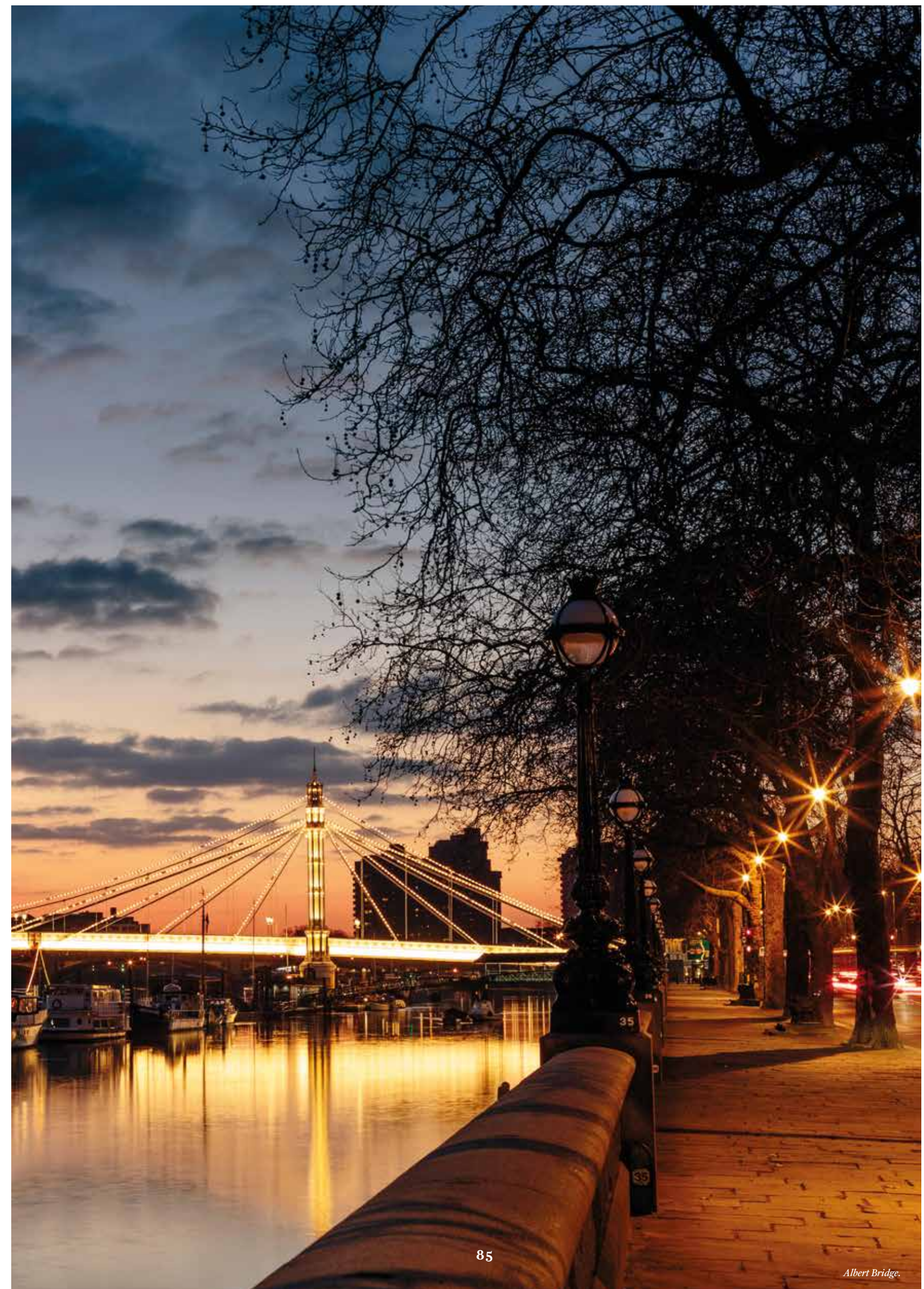
**St William Sales & Marketing Suite**  
Prince of Wales Drive  
Kensington House  
LONDON  
SW11 4FA

Call 020 3053 6901  
Email [sales@princeofwalesdrive.co.uk](mailto:sales@princeofwalesdrive.co.uk)  
Visit [www.princeofwalesdrive.co.uk](http://www.princeofwalesdrive.co.uk)

Please note that parking is available at the Sales and Marketing Suite.



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 Williams' 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. Prince of Wales Drive 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. February 2019 - W202/05CA/0219





PROUD TO BE A MEMBER OF THE



St William  
Designed for life