

The background is a deep teal color, adorned with intricate botanical and fauna illustrations in a golden-yellow hue. These include various leaves, flowers, butterflies, and birds, creating a lush, naturalistic feel. The text is centered in a clean, white, sans-serif font.

# KING'S ROAD PARK

LONDON SW6

CREATED BY

**St William**  
Designed for life





## 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.

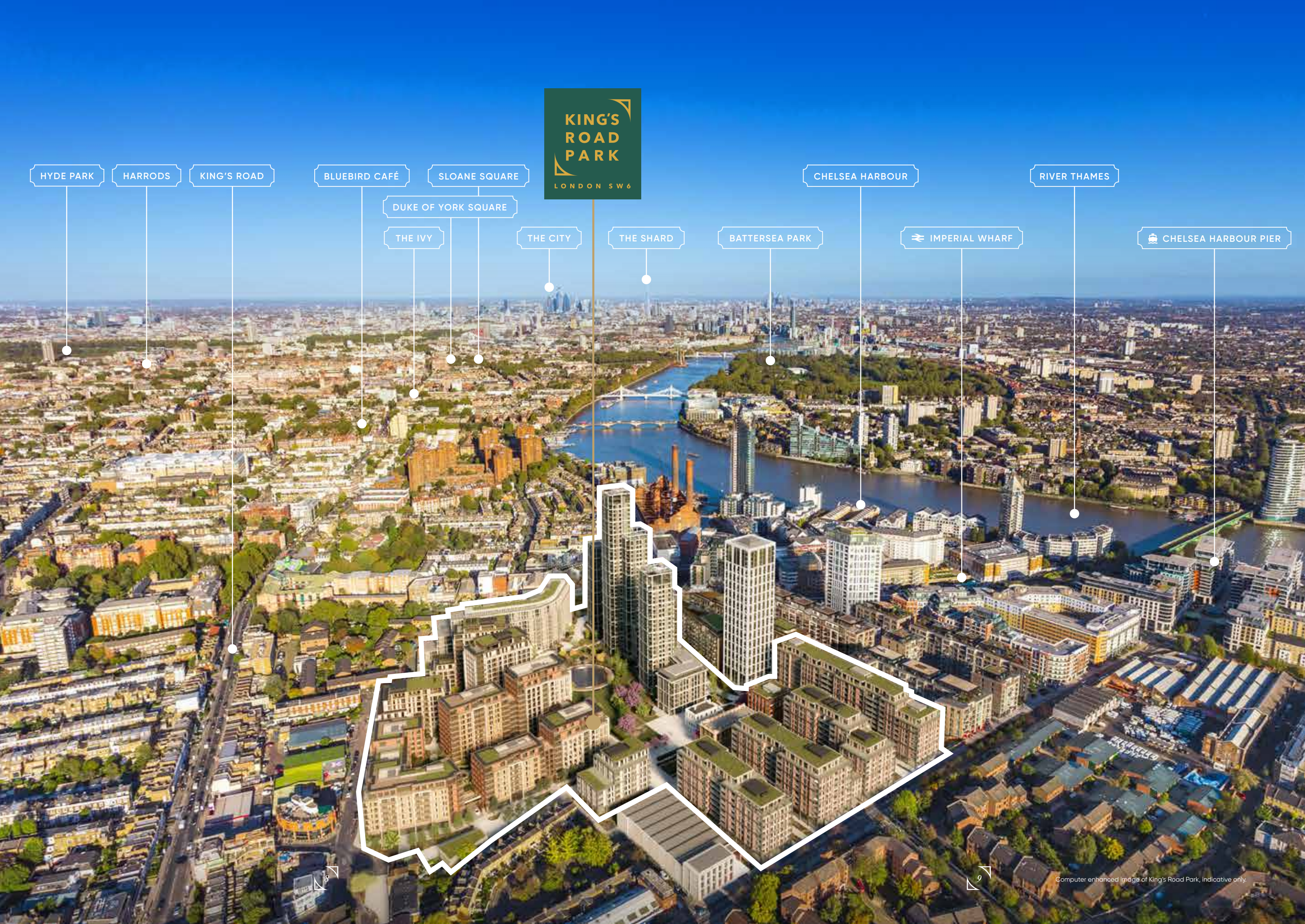




*The entrance to King's Road Park showing  
The Wren and The Windsor.*

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.*

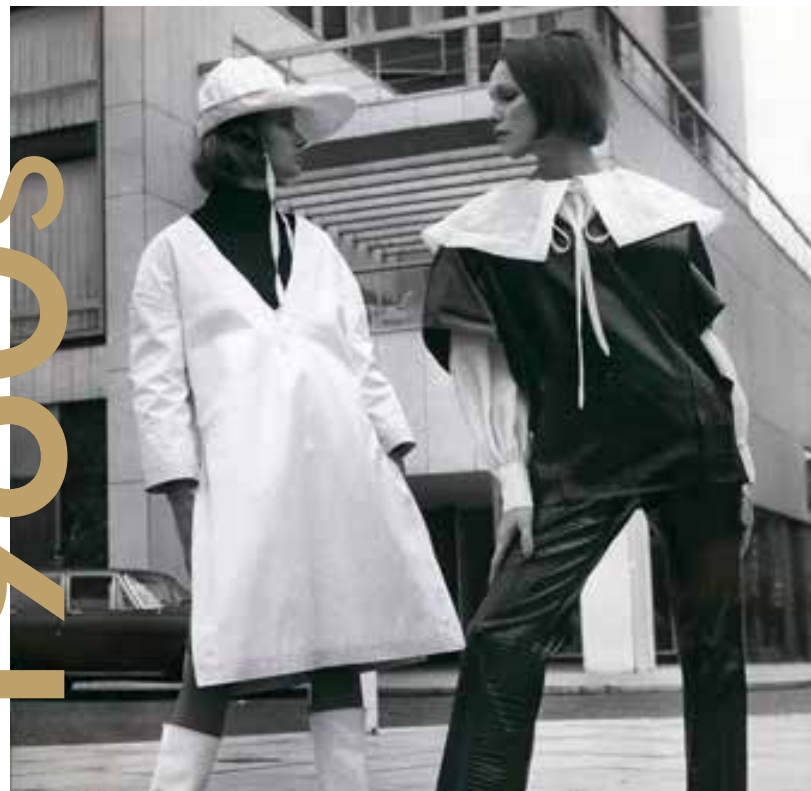
# 1915



## 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.

# 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.

# 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



📍 Rococo 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



ROYAL COURT THEATRE

For over 60 years, the Royal Court Theatre in Sloane Square has championed ground-breaking 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



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



📍 *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*

Journey times from Google maps during daytime traffic and indicative only



## 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

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







## 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  
(Chelsea & Westminster campus) 🚶 15 mins



### 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



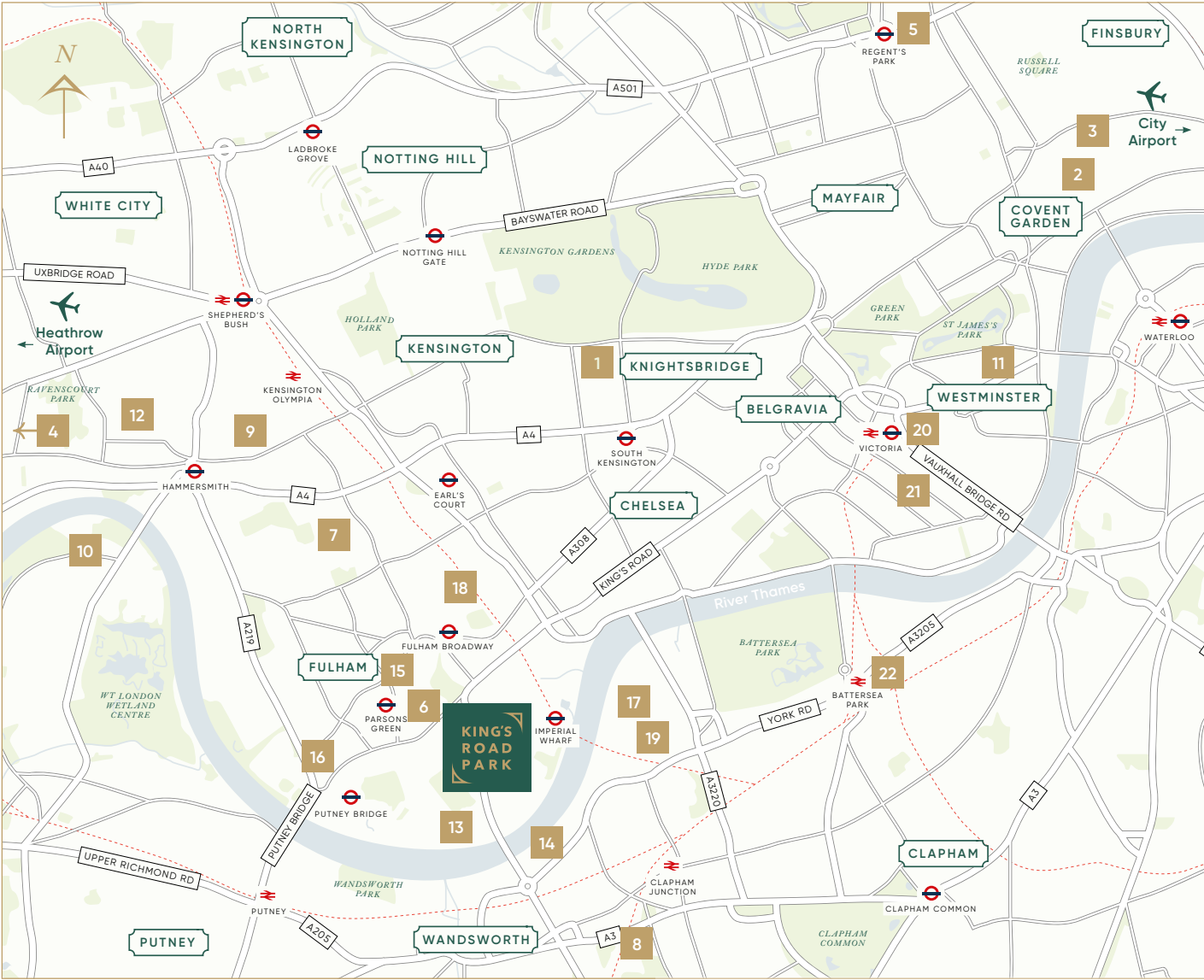
Primary Schools\*



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.

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KING'S ROAD PARK

## 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.*



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# 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

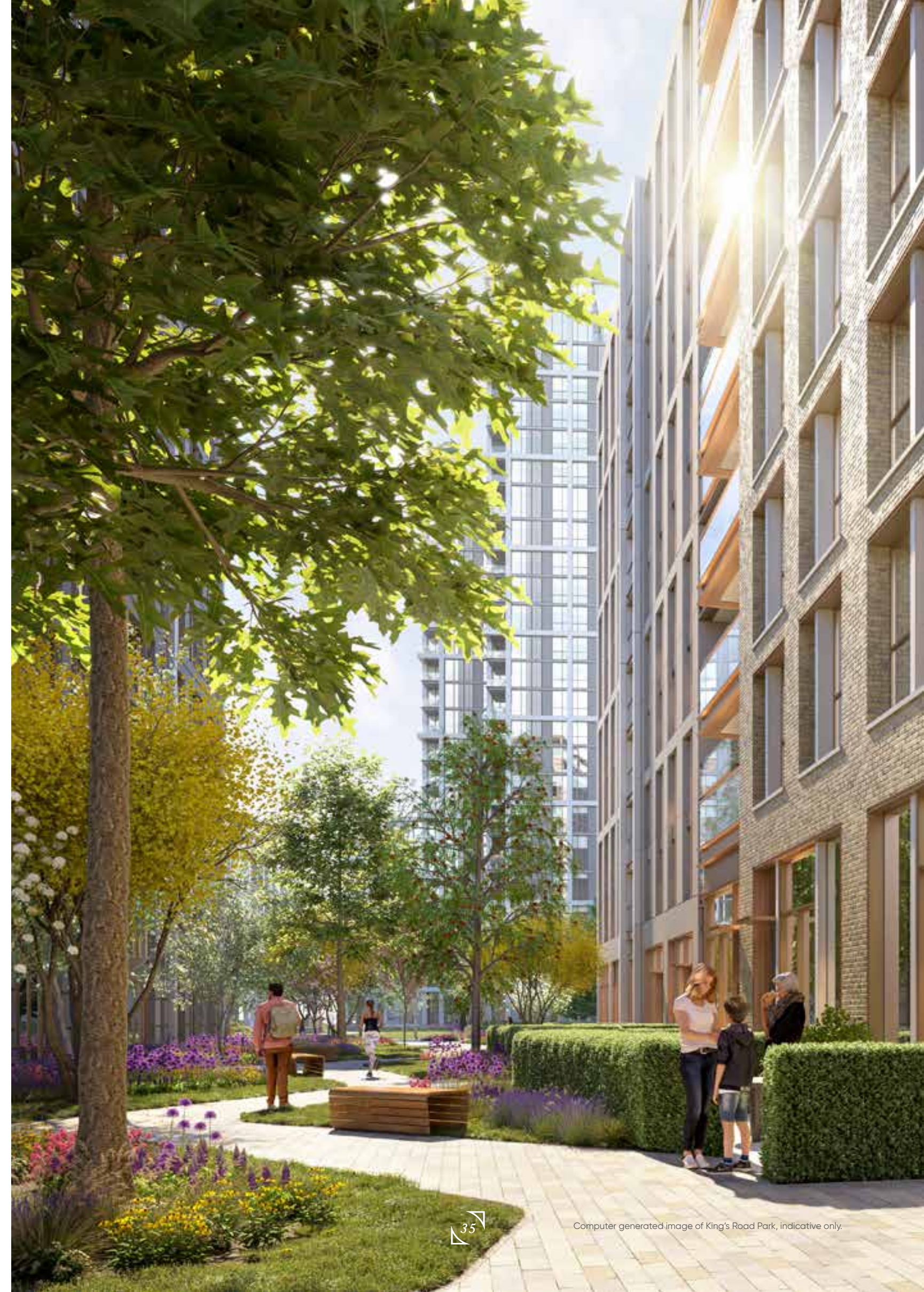
## Architects EPR

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.

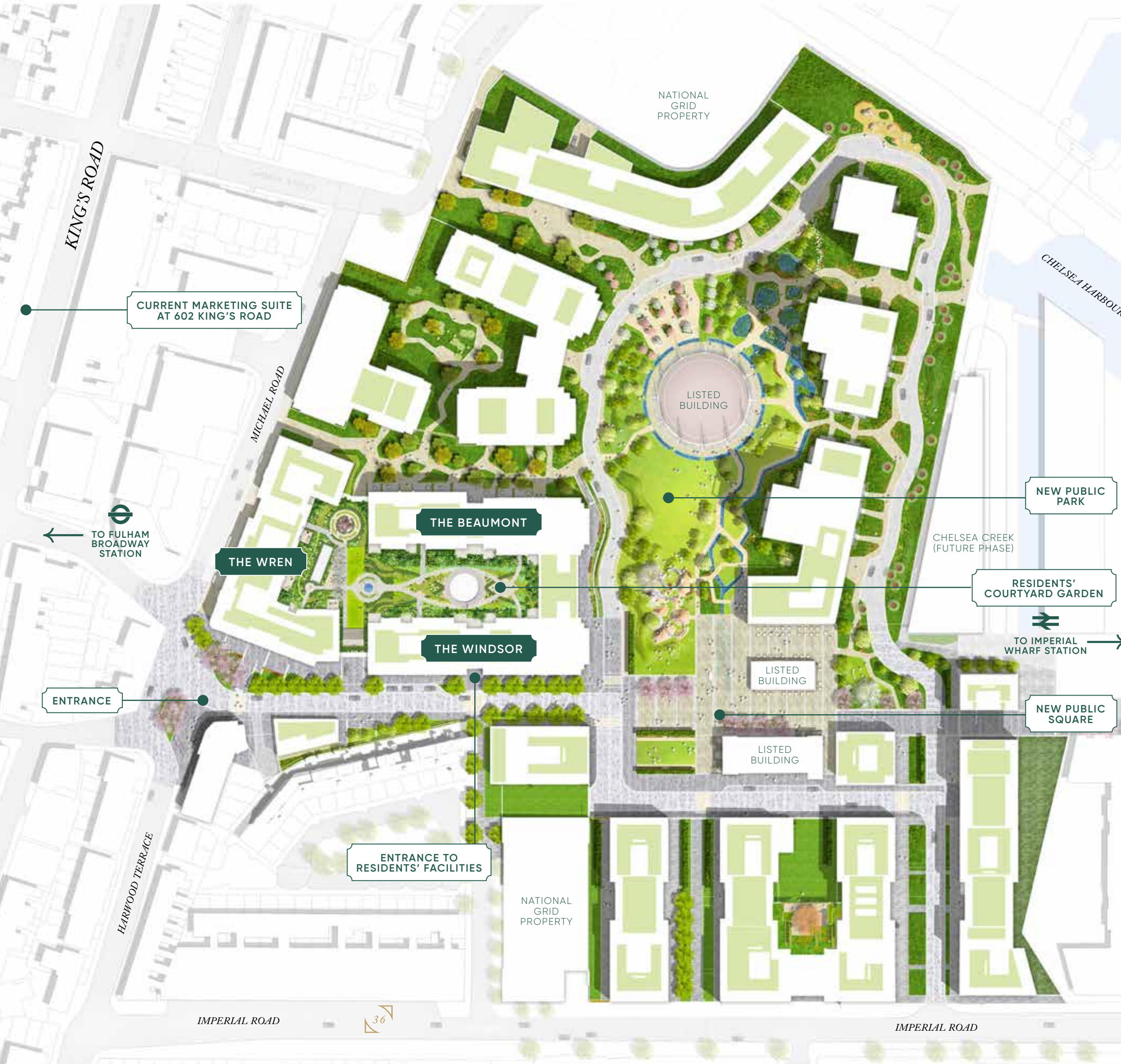
The practice's design approach to urban development is to create environments that meet the needs of end-users on many levels, by integrating work, lifestyle and leisure space within attractive public realm. Internally and externally, they produce spaces that residents are proud to call their home or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



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

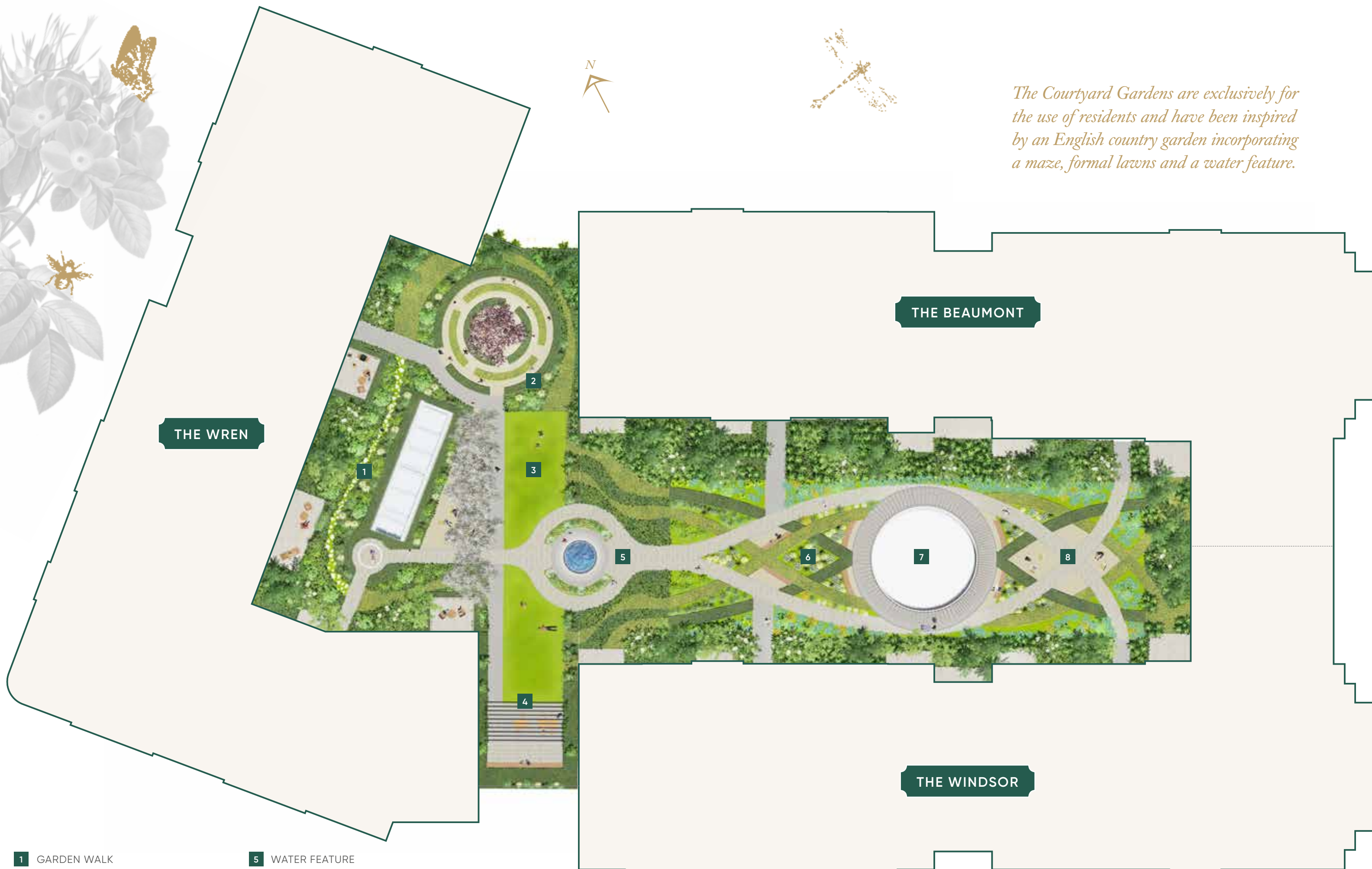








*The Courtyard Gardens are exclusively for the use of residents and have been inspired by an English country garden incorporating a maze, formal lawns and a water feature.*



- 1 GARDEN WALK
- 2 MAZE
- 3 FORMAL LAWN
- 4 OUTDOOR WORKSPACE

- 5 WATER FEATURE
- 6 KNOT GARDEN
- 7 ATRIUM
- 8 SEATING AREA





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





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





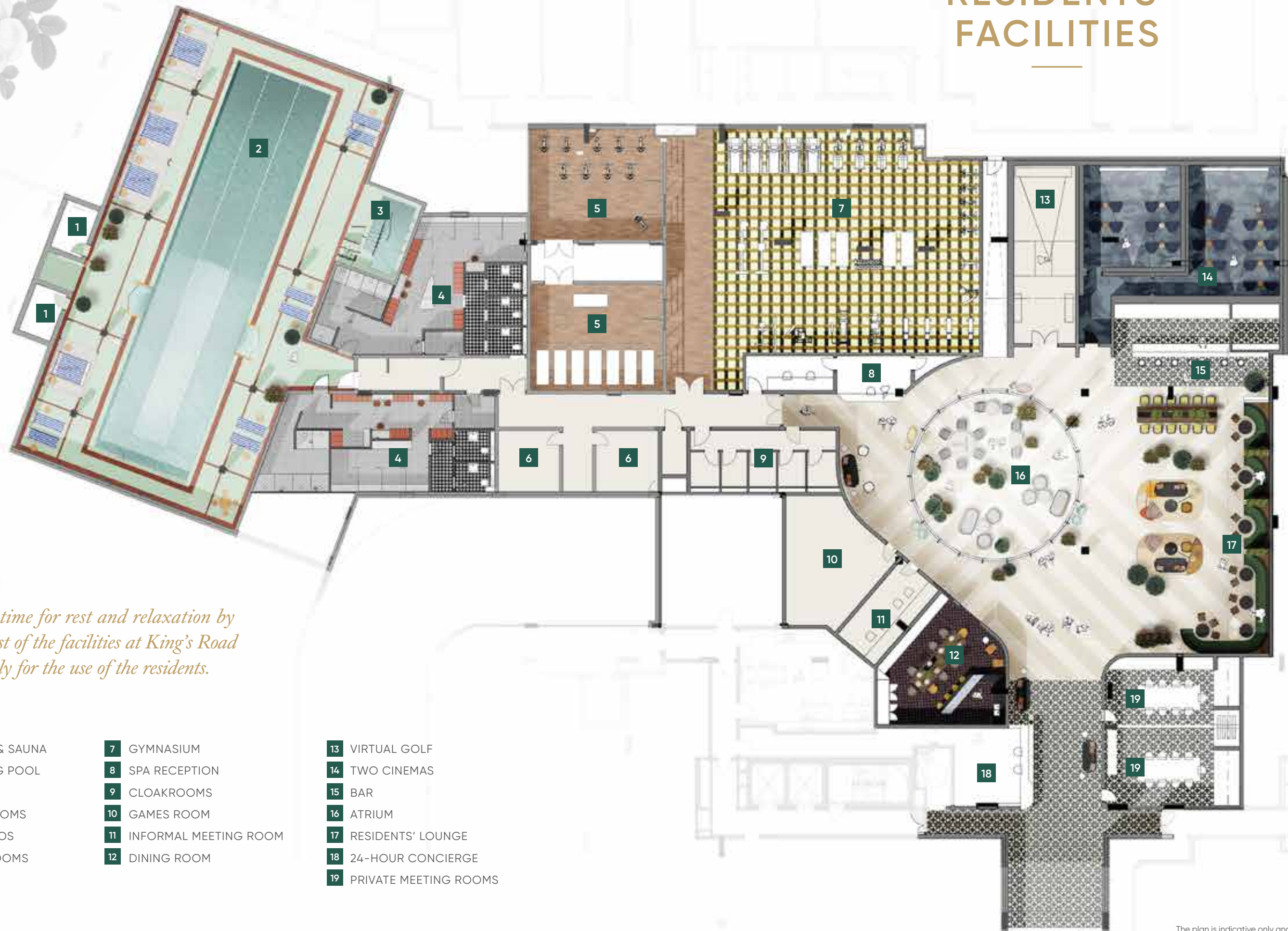
## *World-class* **FACILITIES**

### **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





## 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.







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

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KING'S ROAD PARK



## *Classic* INTERIORS

DESIGNED BY JOHNSON NAYLOR

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

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## 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.









## 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.





## 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.

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KING'S ROAD PARK

## *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.*

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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.







# 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

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.

† 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

**St William**  
Designed for life



# King's Road Park DESIGNED FOR LIFE

At Berkeley, we are committed to creating great places where people love to live, work and relax. Where the homes are light-filled, adaptable and finished to very high standards. Where carefully planned public areas enhance well-being and quality of life for residents and visitors. Where people feel a sense of community.

## CUSTOMERS DRIVE ALL OUR DECISIONS

We achieve that by putting our customers at the heart of everything we do. First, we strive to understand what our customers want and need – well-built homes, in a pleasant and safe neighbourhood, with plenty of amenities and good transport connections. Then we apply that understanding to all our planning and design decisions.

And for every new development, we challenge ourselves to go further, to improve and innovate, ensuring we satisfy the real needs of our customers in inspiring and sustainable ways.

## CHOICE AND DIVERSITY

No two Berkeley customers are the same, so we aim to offer a wide choice of property location, size and type. From central London to major towns and cities; from market towns to rural villages, countryside to the coast – we build in locations our customers love. And whatever home you are looking for, whether that's a city penthouse, a modern studio apartment or traditional family home, you will find the perfect fit for your lifestyle.

## QUALITY FIRST TO LAST

Quality is the defining characteristic of Berkeley developments, right down to the very last detail. We choose our locations, style of homes, construction practices, materials and specifications with great care. When you buy a new home from Berkeley you can be safe in the knowledge that it is built to high standards of design and quality, has low environmental impact and that you will receive a professional, efficient and helpful service from us. For extra peace of mind, all new properties come with a 10-year build warranty.

## GREEN LIVING

For Berkeley, sustainability isn't simply the latest buzzword. We are committed to creating a better environment within our developments and in the areas that surround them. That's why we build on brownfield sites whenever we can, bringing new life to disused and unloved spaces. We take care to protect the natural environment and enhance biodiversity. All our homes are designed to reduce water and energy consumption, and to enable residents to recycle waste.

## COMMITMENT TO THE FUTURE

When we plan a development, we take a long-term view of how the community we create can thrive in years to come. Our aim is to permanently enhance the neighbourhoods in which they are located, though intelligent design, quality landscaping, sympathetic architecture or restoration, and high standards of sustainability. We don't just build for today; we build for the future too.



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

Our  
vision

Berkeley Group is a responsible organisation, wholly committed to being a world-class business, as defined by the quality of places we create, the value they generate for people, communities and the environment, and their positive long-term impact on society. We set ourselves the highest standards in the industry for design, construction, safety and efficiency.

Our Vision, a strategic plan for the business, is designed to raise our standards higher still. Our Vision is reviewed every two years, following objective analysis and discussion of the key industry, national and global issues that are most relevant to our customers and supply chain.

Our Vision focuses our attention on five key business areas.

CUSTOMER EXPERIENCE

QUALITY HOMES

GREAT PLACES

EFFICIENT AND CONSIDERATE OPERATIONS

COMMITMENT TO PEOPLE AND SAFETY

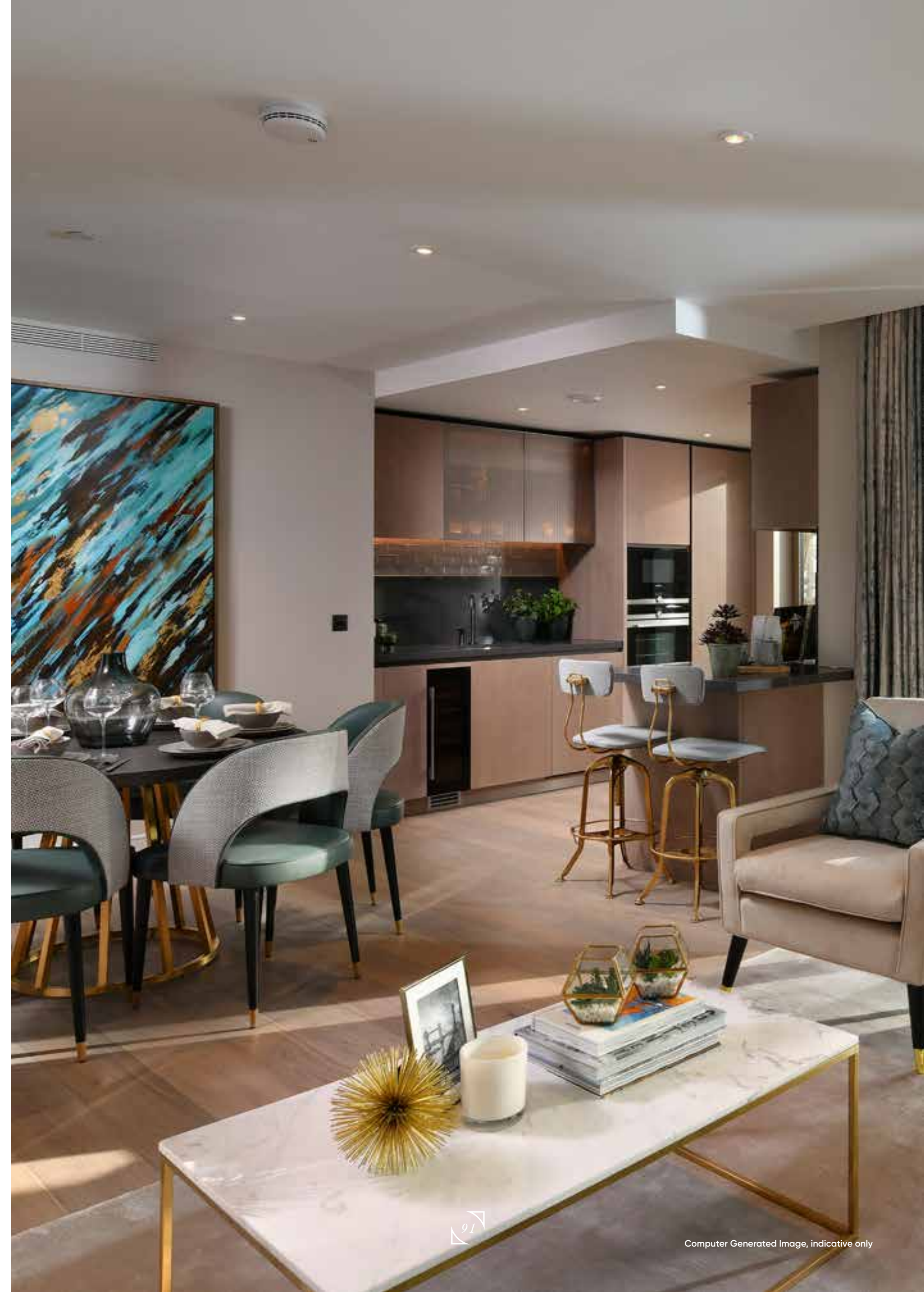
## THE BERKELEY FOUNDATION.

The We are committed to making a real and lasting difference to the communities we serve.

The Berkeley Foundation supports voluntary organisations in tackling long-term social issues in their local community. Working together, we help people choose a different life path, develop confidence and skills, and find hope for the future.

Since we established the Berkeley Foundation in 2011, we have committed many millions of pounds to hundreds of charities and organisations. A significant proportion of our donations are raised through the tireless efforts of our own staff.

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



Computer Generated Image, indicative only



# Marketing CONTACT

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SW6 2FP

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Email sales@kingsroadpark.co.uk  
Web kingsroadpark.co.uk



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/0920





KINGSROADPARKSW6.CO.UK

Proud to be a member of the



**St William**  
Designed for life