

PRINCE OF WALES DRIVE

BATTERSEA · LONDON SW11



PARK CENTRAL
Upper Park Residences
Floorplans

St William
Designed for life



PRINCE OF WALES DRIVE

BATTERSEA · LONDON SW11

UPPER PARK RESIDENCES

PARK CENTRAL

Park Central is the pinnacle of Prince of Wales Drive, with it being the tallest residential building that proudly sits 27 storeys high.

Forming part of Upper Park Residences, Park Central consists of 46 exclusive apartments, with two apartments across each floor to the lower levels with the premium units providing the luxury of an entire floor at the 22nd, 23rd, 25th and 26th floors.

The building provides a statement with aspects across the River Thames and its distinctive architecture. Indulging in its own 2.5 acre landscaped gardens, Park Central offers light-filled apartments with spectacular views.

Presented with a convenient access into the historic 200-acre Battersea Park, you are walking distance from the delights of Sloane Square and the famous Kings Road, Park Central is truly perfectly placed in Zone 1 Central London.

The exclusive offering of world-class residents' facilities bestows an extravagant lifestyle with the introduction of The 1882 Club. Residents can enjoy in the spoils of the 24th floor residents' bar and lounge whilst enjoying a sweeping panoramic view across the Capital. The facilities extend into the ground floor where flexible working spaces, cinema, karaoke room, screening room, music and library room can also be enjoyed.

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

“References were taken from the original Victorian industrial heritage, with an elegant 27-storey metal framed ‘campanile’ tower designed as a focal point at the head of the central gardens.”

Michael Squire, Squire & Partners
Architects of Prince of Wales Drive

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UPPER PARK RESIDENCES AT PRINCE OF WALES DRIVE

The distinctive Park Central with its unique architecture and fantastic views of the surrounding landmarks is the tallest of the three buildings and home to the 1882 Club Bar and Lounge. At 27 storeys high offering two and three bedroom apartments. From the 22nd floor there are three bedroom lateral apartments providing 360 degree views of London.

- 1 Kensington House*
- 2 Huntington House†
- 3 Regent's House†
- 4 Bowden House†
- 5 Salisbury House
- 6 Chartwell House
- 7 Nursery
- 8 The Gym Group at basement level
- 9 Café Restaurant
- 10 Piazza
- 11 Central Gardens
- 12 Access to basement car park
- 13 Entrance via Concierge to Pool, Spa and Commercial Gym‡
- 14 Marketing Suite
- 15 New pedestrian access
- 16 Route to Battersea Park and Queenstown Road
- 17 The 1882 Club Bar and Lounge – 24th Floor
- 18 The Atrium Suite – residents' facilities, ground floor
- 19 Access lift and stairs
- 20 Grocery Store
- 21 8th Floor Residents' Roof Terrace



* Kensington House includes concierge, pool and spa (No.13), and 8th floor roof terrace (No.21).
 † Shared ownership.
 ‡ Residents' access to The Gym Group (No.8).

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.

LOOKING OUT OVER LONDON

Rising high above Battersea, Park Central offers a selection of well-appointed apartments, and is home to the residents' 1882 Club Bar and Lounge on the 24th floor.

PARK CENTRAL

24TH FLOOR - 1882 CLUB BAR AND LOUNGE

A PANORAMIC PERSPECTIVE

With each home enjoying the additional space of both a private balcony and a winter garden, the views are one of the superior features of life at Park Central.



BEAUTIFUL KITCHENS

Carefully selected finishes have been considered in the kitchens, including two palettes in the classic apartments and three palettes in the premium apartments.

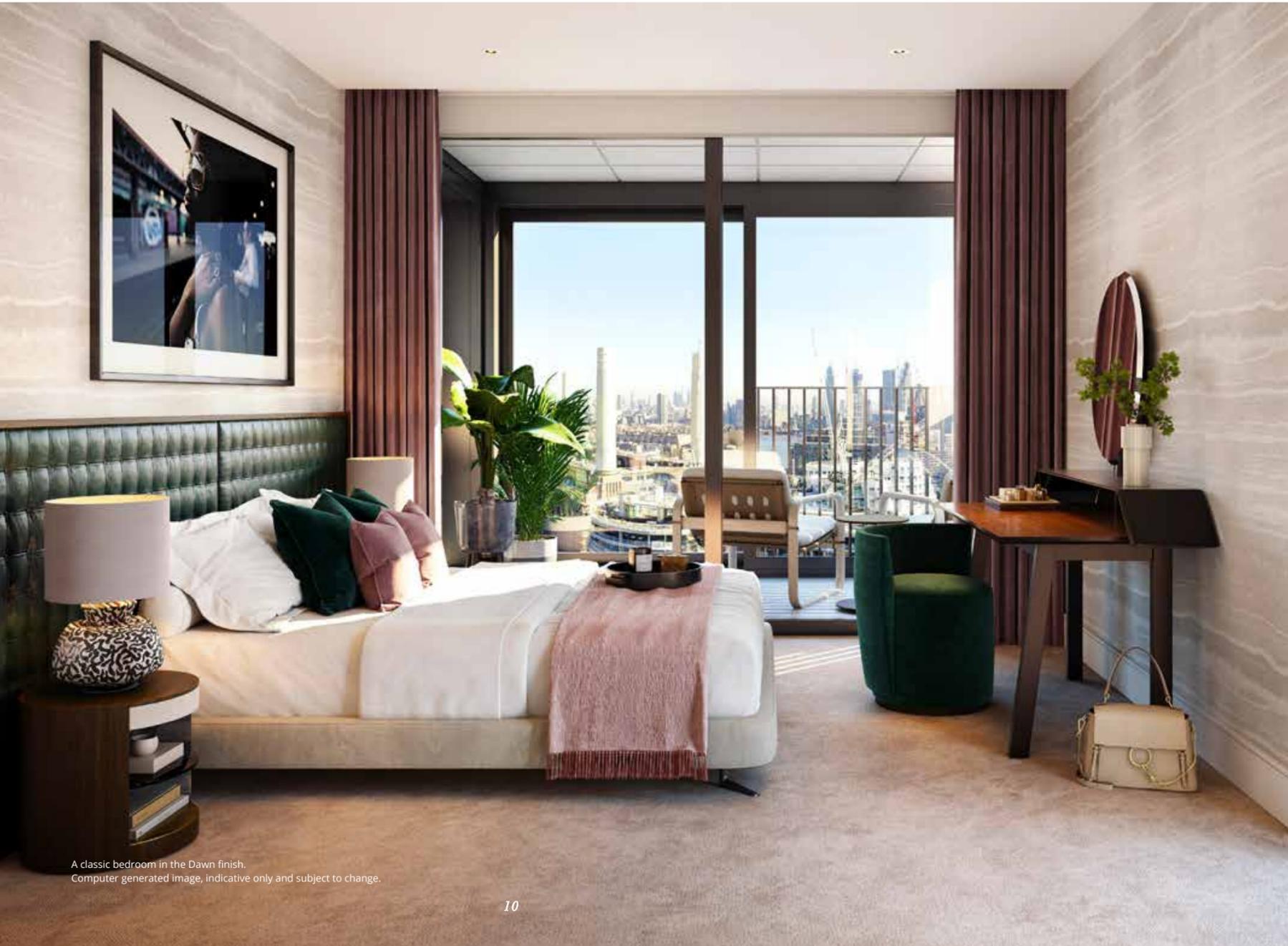
From engineered wooden floor to full height splashback, well-appointed colours and materials that will make the kitchen the heart of your home.



A classic apartment kitchen / dining area in the Dusk finish. Computer generated image, indicative only and subject to change.

**BEDROOMS AND BATHROOMS
TO RELAX AND ENJOY**

Park Central apartments have been crafted to ensure you can relax in complete comfort. Designed to be more like a boutique hotel, each spacious bedroom features deep carpets that feel soft underfoot and stylish built-in wardrobes* with brass finishes.



A classic bedroom in the Dawn finish.
Computer generated image, indicative only and subject to change.



A classic bathroom in the Dawn finish.
Computer generated image, indicative only and subject to change.

Stepping into the bathroom, the sophisticated features continue.

Brushed red gold or brushed nickel brassware, cross-reeled glass shower panels and composite stone tops are just some of the highlights of these elegant yet indulgent spaces.

“Inspired by the seasons we created rich layers of texture and materials that create comfort and luxury.”

Inge Moore, Founder and Creative Director, Muza Lab

*not all bedrooms come with fitted wardrobe as standard, speak to a sales consultant for further information.

A HOST OF AMENITIES

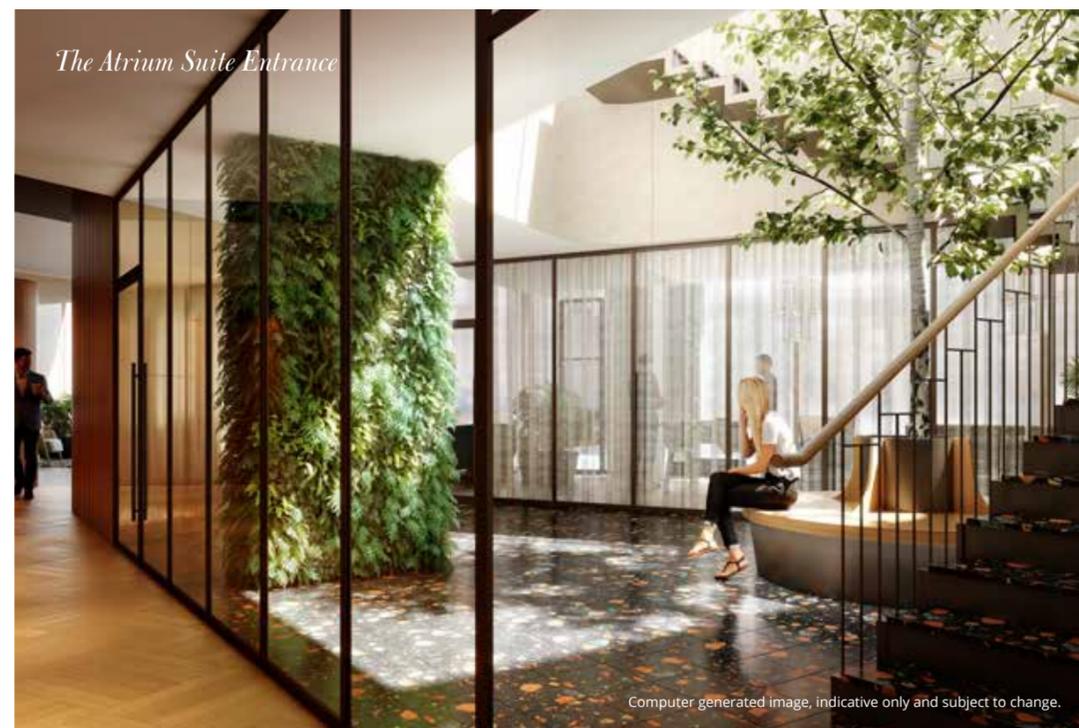
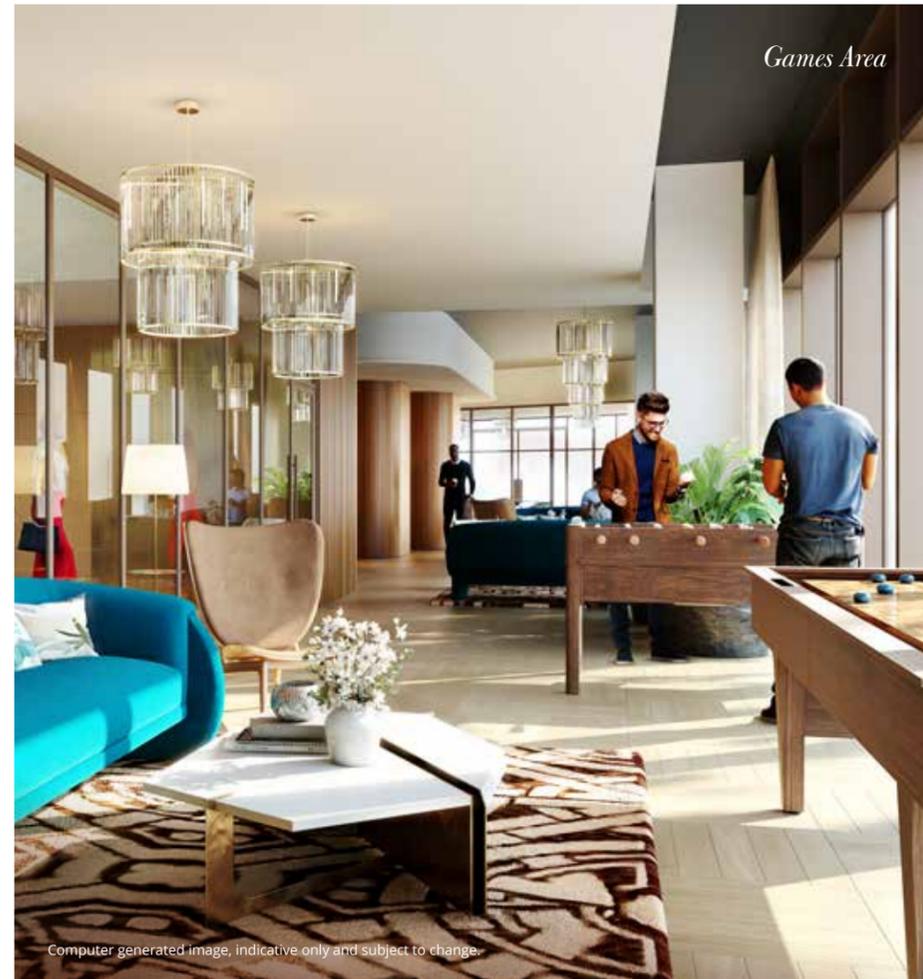
The world-class facilities at the Upper Park Residences include the exclusive 1882 Club Bar and Lounge on the 24th floor of Park Central with panoramic views over London. Whilst on the ground floor the Atrium Suite offers a wide selection of facilities.

The 1882 Club Facilities:

- The Lounge
- The Bar

The Atrium Suite Facilities:

- Cinema
 - Games Area
 - Music Room and Library
 - Karaoke Room
 - Screening Room
 - Lounge
- Atrium
 - Kitchen
 - Work Pods / Small Meeting Rooms
 - Boardroom

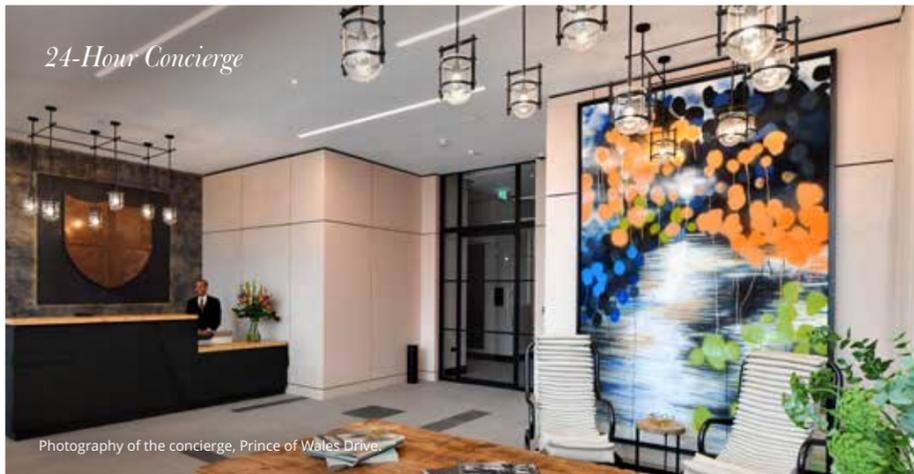


FIVE STAR RESIDENTS' FACILITIES

Through the Central Gardens are the communal facilities within Kensington House. 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.

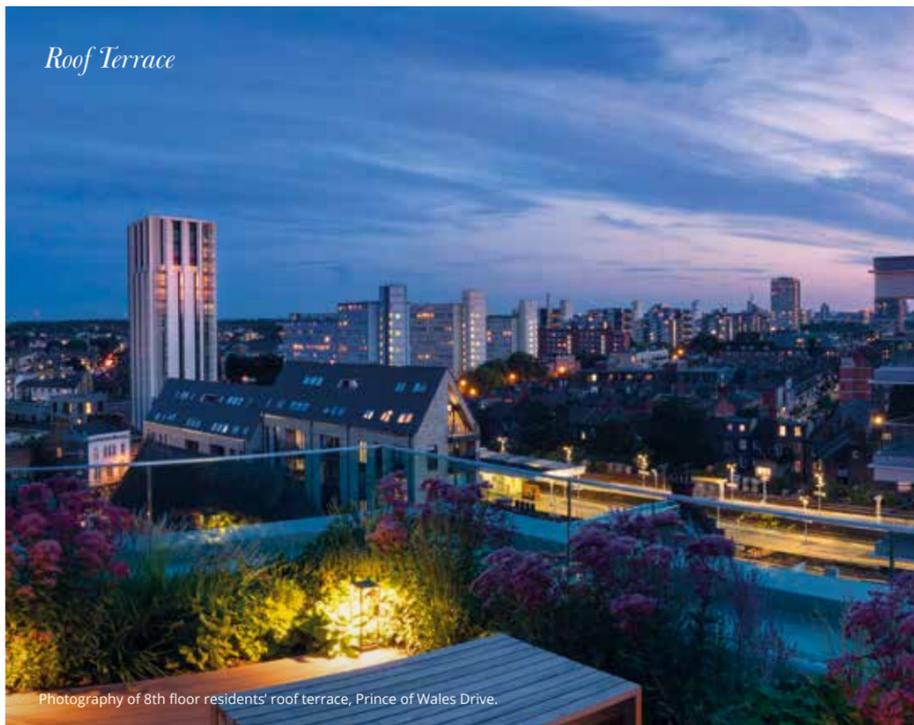
Kensington House Facilities:

- 17m Swimming Pool
- Vitality Pool
- Sauna
- Steam Room
- Relaxation Room
- 24-Hour Commercial Gym
- 8th Floor Residents' Terrace
- 24-Hour Concierge



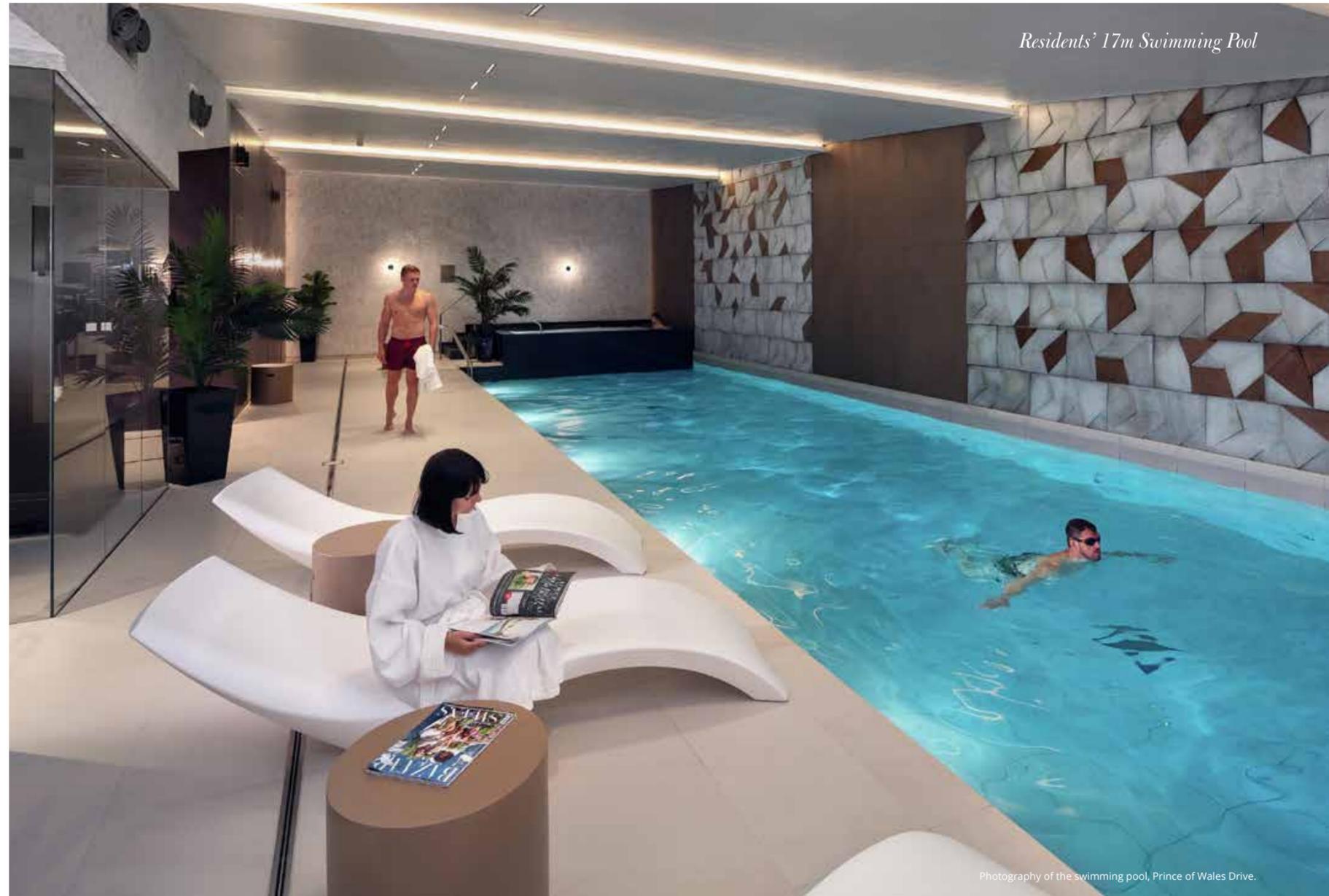
24-Hour Concierge

Photography of the concierge, Prince of Wales Drive.



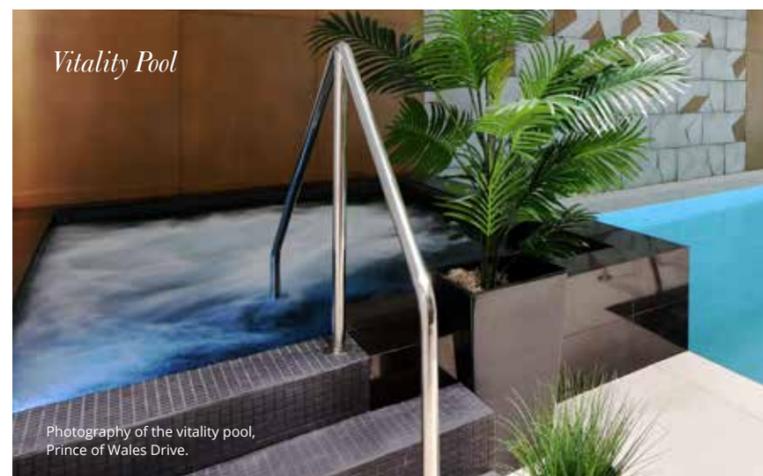
Roof Terrace

Photography of 8th floor residents' roof terrace, Prince of Wales Drive.



Residents' 17m Swimming Pool

Photography of the swimming pool, Prince of Wales Drive.



Vitality Pool

Photography of the vitality pool, Prince of Wales Drive.

CLASSIC APARTMENT

Floorplans

FLOORS: 1 TO 21

APARTMENT NOS.



Indicator shown for the following classic floorplans.



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

PARK CENTRAL
2 Bedroom Apartment

APARTMENTS:
A-01-02¹, A-03-06, A-05-10¹, A-07-14, A-09-18¹, A-11-22,
A-13-26¹, A-15-30, A-17-34, A-19-38 & A-21-42

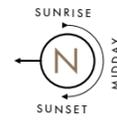
FLOORS:
01, 03, 05, 07, 09, 11, 13, 15, 17, 19 & 21

TYPE: A2A

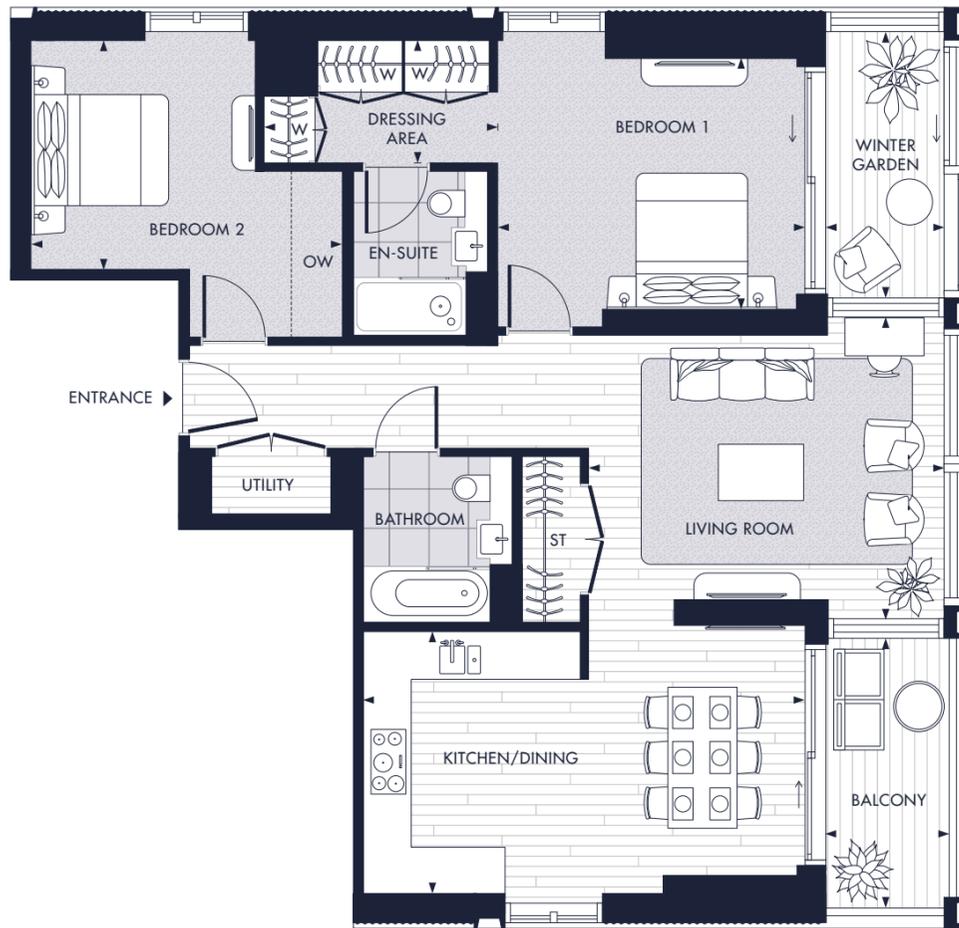
LOCATOR



With a Winter Garden off Bedroom 1 and a Balcony off Kitchen / Dining



Views towards Battersea Power Station



Views towards Battersea Park

¹Apartment is wheelchair adaptable.
Views may vary between floors, please ask Sales Consultant for further information.

Total Internal Area	93.7 sq m	1,010 sq ft
Kitchen / Dining	3.54m x 5.89m	11' 7" x 19' 4"
Living Room	4.02m x 4.74m	13' 2" x 15' 7"
Bedroom 1	3.38m x 4.10m	11' 1" x 13' 6"
Dressing Area	1.66m x 3.11m	5' 6" x 10' 2"
Bedroom 2	3.08m x 4.17m	10' 1" x 13' 8"
Balcony	3.61m x 1.65m	11' 10" x 5' 5"
Winter Garden	3.55m x 1.60m	11' 8" x 5' 3"

KEY

Fitted wardrobe	W
Optional wardrobe	OW
Store cupboard	ST
Measurement points	◀ ▶

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PARK CENTRAL
2 Bedroom Apartment

APARTMENTS:
A-02-04, A-04-08, A-06-12, A-08-16, A-10-20, A-12-24,
A-14-28, A-16-32, A-18-36 & A-20-40

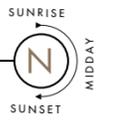
FLOORS:
02, 04, 06, 08, 10, 12, 14, 16, 18 & 20

TYPE: A2B

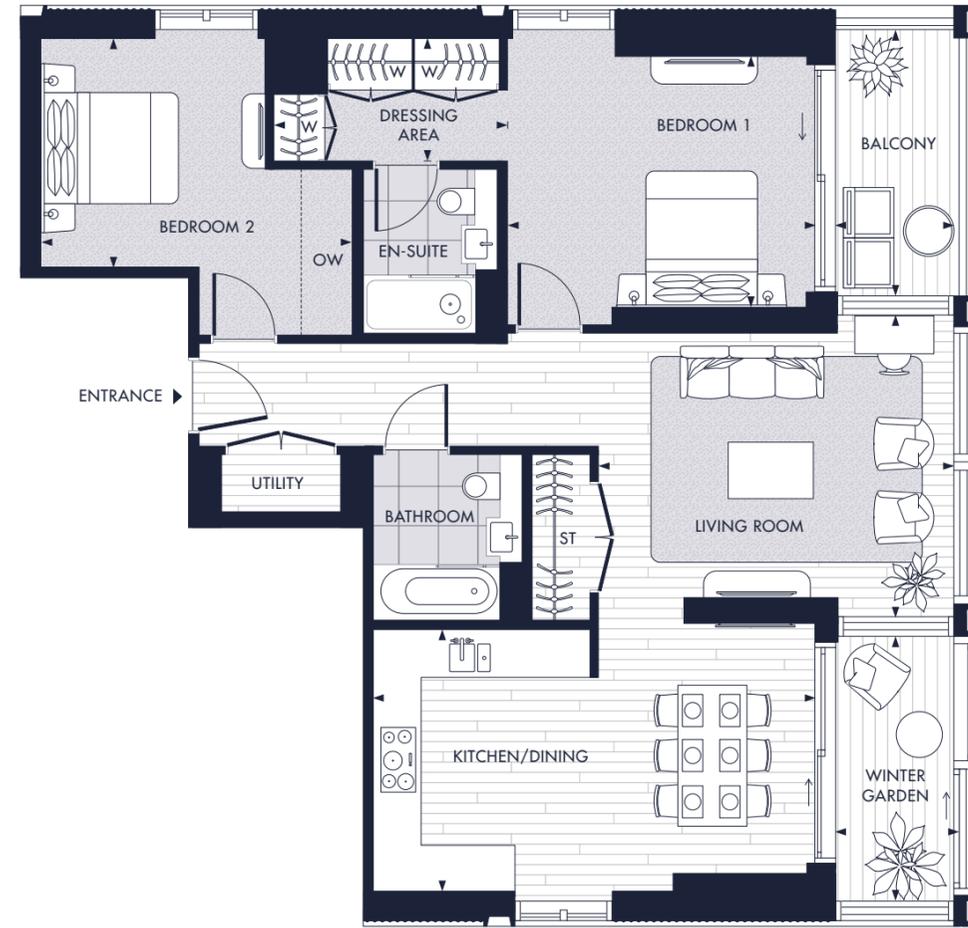
LOCATOR



With a Balcony off Bedroom 1 and a Winter Garden off Kitchen / Dining



Views towards Battersea Power Station



Views towards Battersea Park

Views may vary between floors, please ask Sales Consultant for further information.

Total Internal Area	93.7 sq m	1,010 sq ft
Kitchen / Dining	3.54m x 5.89m	11' 7" x 19' 4"
Living Room	4.02m x 4.74m	13' 2" x 15' 7"
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KEY

Fitted wardrobe	W
Optional wardrobe	OW
Store cupboard	ST
Measurement points	◀ ▶

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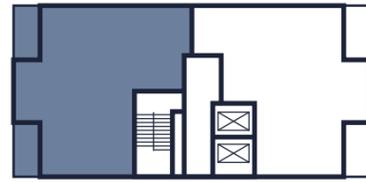
PARK CENTRAL
2 Bedroom Apartment

APARTMENT:
A-01-01

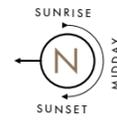
FLOOR:
01

TYPE: A2E

LOCATOR



With a Winter Garden off Bedroom 1 and a Balcony off Kitchen / Dining



Views towards Battersea Power Station



Overlooking podium gardens

Views may vary between floors, please ask Sales Consultant for further information.

Total Internal Area	97.0 sq m	1,045 sq ft
Kitchen / Dining	3.52m x 6.19m	11' 6" x 20' 4"
Living Room	4.02m x 4.99m	13' 2" x 16' 4"
Bedroom 1	3.94m x 4.35m	12' 11" x 14' 3"
Dressing Area	1.65m x 1.85m	5' 5" x 6' 1"
Bedroom 2	3.98m x 3.92m	13' 1" x 12' 11"
Balcony	3.61m x 1.65m	11' 10" x 5' 5"
Winter Garden	3.55m x 1.60m	11' 8" x 5' 3"

KEY

Fitted wardrobe	W
Optional wardrobe	OW
Store cupboard	ST
Measurement points	◀ ▶

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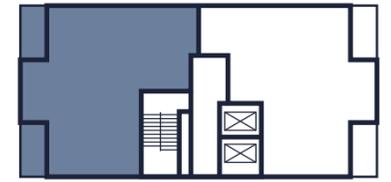
PARK CENTRAL
2 Bedroom Apartment

APARTMENTS:
A-03-05, A-05-09, A-07-13, A-09-17, A-11-21, A-13-25,
A-15-29, A-17-33, A-19-37 & A-21-41

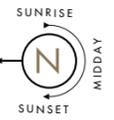
FLOORS:
03, 05, 07, 09, 11, 13, 15, 17, 19 & 21

TYPE: A2C

LOCATOR



With a Winter Garden off Bedroom 1 and a Balcony off Kitchen / Dining



Views towards Battersea Power Station



Views towards Battersea Park

Views may vary between floors, please ask Sales Consultant for further information.

Total Internal Area	97.0 sq m	1,045 sq ft
Kitchen / Dining	3.52m x 6.19m	11' 6" x 20' 4"
Living Room	4.02m x 4.99m	13' 2" x 16' 4"
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Dressing Area	1.65m x 1.85m	5' 5" x 6' 1"
Bedroom 2	3.98m x 3.92m	13' 1" x 12' 11"
Balcony	3.61m x 1.65m	11' 10" x 5' 5"
Winter Garden	3.55m x 1.60m	11' 8" x 5' 3"

KEY

Fitted wardrobe	W
Optional wardrobe	OW
Store cupboard	ST
Measurement points	◀ ▶

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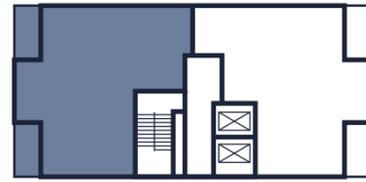
PARK CENTRAL
2 Bedroom Apartment

APARTMENTS:
A-02-03, A-04-07, A-06-11, A-08-15, A-10-19, A-12-23,
A-14-27, A-16-31, A-18-35 & A-20-39

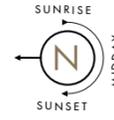
FLOORS:
02, 04, 06, 08, 10, 12, 14, 16, 18 & 20

TYPE: A2D

LOCATOR



With a Balcony off Bedroom 1 and a Winter Garden off Kitchen / Dining



Views towards Battersea Power Station



Views towards Battersea Park

Views may vary between floors, please ask Sales Consultant for further information.

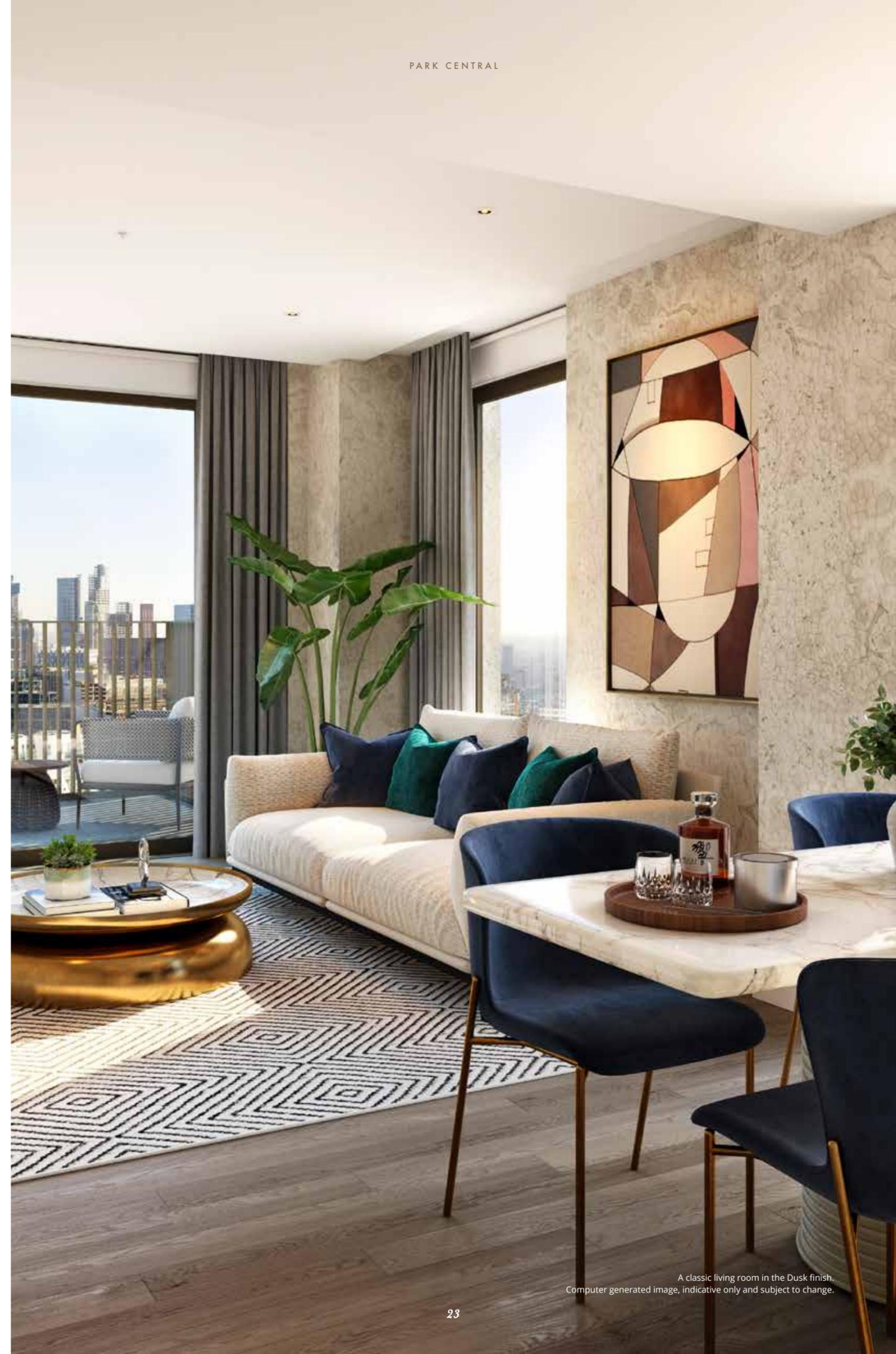
Total Internal Area	97.0 sq m	1,045 sq ft
Kitchen / Dining	3.52m x 6.19m	11' 6" x 20' 4"
Living Room	4.02m x 4.99m	13' 2" x 16' 4"
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Dressing Area	1.65m x 1.85m	5' 5" x 6' 1"
Bedroom 2	3.98m x 3.92m	13' 1" x 12' 11"
Balcony	3.61m x 1.65m	11' 10" x 5' 5"
Winter Garden	3.55m x 1.60m	11' 8" x 5' 3"

KEY

Fitted wardrobe	W
Optional wardrobe	OW
Store cupboard	ST
Measurement points	◀ ▶

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PARK CENTRAL



A classic living room in the Dusk finish.
Computer generated image, indicative only and subject to change.

CLASSIC APARTMENT FINISHES

Award-winning interior design team, Muza Lab, have created two distinctive palettes for the classic apartments which are inspired by the different hues cast over London by the changing time of day.

DAWN



A classic kitchen in the Dawn finish. Computer generated image, indicative only and subject to change.



A classic bathroom in the Dawn finish. Computer generated image, indicative only and subject to change.

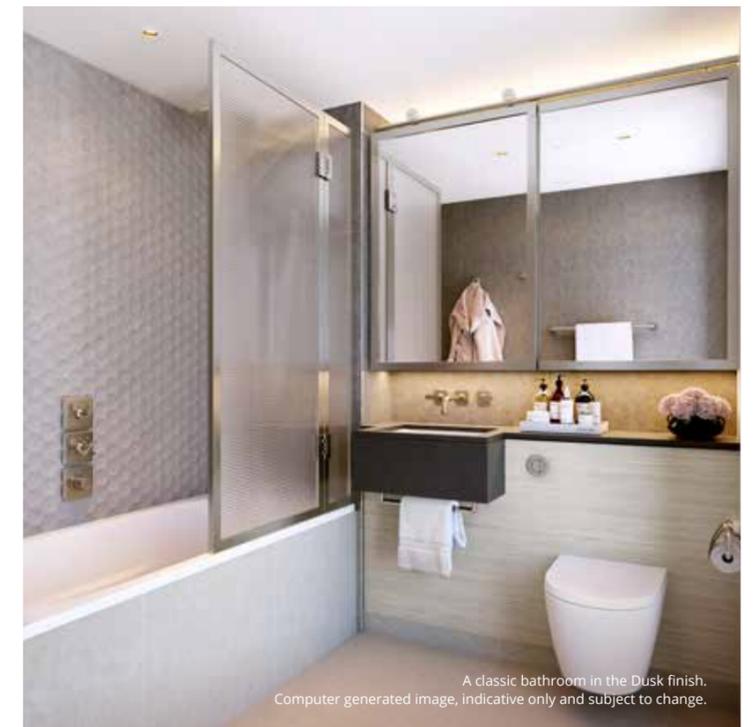
“The finishes are influenced by the area’s industrial details but inspired by the seasons and nature’s cycles.”

Muza Lab

DUSK



A classic kitchen in the Dusk finish. Computer generated image, indicative only and subject to change.



A classic bathroom in the Dusk finish. Computer generated image, indicative only and subject to change.

CLASSIC APARTMENT SPECIFICATION

Kitchen

- Contemporary fitted kitchen with feature cupboard
- Composite stone worktops
- Full height composite stone or ceramic tile feature splashback
- Integrated Siemens appliances including 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 and en-suite

- 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
- Cross-reefed glass shower screen
- Ceiling mounted showerhead and handheld shower with thermostatic controls
- Porcelain floor and feature wall tiling
- Two towel rails to heated wall

General

- Recessed full height fitted sheer roller blinds throughout

Wardrobe

- Fitted wardrobe to bedroom 1 with cross-reefed glass doors, automatic light, shelf, hanging rail and drawer pack

Wall and floor finishes

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

Electrics and lighting

- Bespoke finish to switches and sockets – where applicable
- LED downlights throughout
- Dimmable lights to living room and bedroom 1
- Automatic lighting to utility and coat cupboards
- TV point to living room and all bedrooms
- Data points to living room and all bedrooms
- Provision for Sky Q to living room and all bedrooms
- Provision for high speed broadband
- Video door entry system
- Smoke and heat detectors and sprinkler system throughout

Electrics and lighting - continued

- USB socket to kitchen, living room 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

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

Heating and cooling

- Underfloor heating throughout
- Comfort cooling
- Touch screen controls in living area
- Mechanical ventilation system with heat recovery
- Electrically heated wall in bathrooms

Security

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

External areas

- Metal balustrade
- Balcony/winter garden decking

Communal areas

- Feature wall covering 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
- Biodiverse green or brown roof to buildings
- High performance glazing to all doors and windows



PREMIUM APARTMENT

Floorplans

FLOORS: 22, 23, 25 & 26

APARTMENT NOS.



Indicator shown for the following premium floorplans.



Computer enhanced image of Park Central at Prince of Wales Drive, indicative only and subject to change.

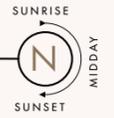
PARK CENTRAL
3 Bedroom Premium Apartment

APARTMENTS:
A-23-44 & A-25-45

FLOORS:
23 & 25

TYPE: A3A

PARK CENTRAL



With a Balcony off Living / Dining area & Bedroom 1 and a Winter Garden off Kitchen and Bedrooms 2 & 3

Total Internal Area	193.6 sq m	2,085 sq ft
Living / Dining	7.50m x 8.04m	24' 7" x 26' 4"
Kitchen	3.83m x 4.81m	12' 7" x 15' 9"
Bedroom 1	3.38m x 3.78m	11' 1" x 12' 5"
Dressing Area	2.68m x 2.12m	8' 9" x 6' 11"
Bedroom 2	3.63m x 4.19m	11' 11" x 13' 9"
Dressing Area	1.21m x 3.00m	4' 0" x 9' 10"
Bedroom 3	3.57m x 4.20m	11' 9" x 13' 9"
Storage Cupboard (ST)	1.49m x 2.30m	4' 11" x 7' 7"
Laundry Room	1.30m x 2.30m	4' 3" x 7' 7"
Balcony 1	3.61m x 1.65m	11' 10" x 5' 5"
Balcony 2	3.61m x 1.65m	11' 10" x 5' 5"
Winter Garden 1	3.55m x 1.60m	11' 8" x 5' 3"
Winter Garden 2	3.55m x 1.60m	11' 8" x 5' 3"

LOCATOR



KEY

Fitted wardrobe	W
Optional wardrobe	OW
Store cupboard	ST
Measurement points	◀ ▶

Door leading to Dining / Living Room is glazed.

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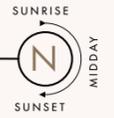
PARK CENTRAL
3 Bedroom Premium Apartment

APARTMENTS:
A-22-43 & A-26-46

FLOORS:
22 & 26

TYPE: A3B

PARK CENTRAL



With a Balcony off Kitchen and Bedrooms 2 & 3 and a Winter Garden off Living / Dining area & Bedroom 1

Total Internal Area	193.6 sq m	2,085 sq ft
Living / Dining	7.50m x 8.04m	24' 7" x 26' 4"
Kitchen	3.83m x 4.81m	12' 7" x 15' 9"
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Storage Cupboard (ST)	1.49m x 2.30m	4' 11" x 7' 7"
Laundry Room	1.30m x 2.30m	4' 3" x 7' 7"
Balcony 1	3.61m x 1.65m	11' 10" x 5' 5"
Balcony 2	3.61m x 1.65m	11' 10" x 5' 5"
Winter Garden 1	3.55m x 1.60m	11' 8" x 5' 3"
Winter Garden 2	3.55m x 1.60m	11' 8" x 5' 3"

LOCATOR



KEY

Fitted wardrobe	W
Optional wardrobe	OW
Store cupboard	ST
Measurement points	◀ ▶

Door leading to Dining / Living Room is glazed.

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. Optional Wardrobes are at an additional cost and dependant on build stage. Please ask Sales Consultant for further information.





*“Not only must it be beautiful;
it must be easy to use and wear well.”*

Inge Moore, Founder and Creative Director, Muza Lab

PREMIUM APARTMENT FINISHES

For premium apartment interiors, designers Muza Lab have created a series of special features. Inspired by the changing seasons, these options have been hand-picked for style and sustainability.

SUMMER



A premium kitchen in the Summer finish. Computer generated image, indicative only and subject to change.



A premium bathroom in the Summer finish. Computer generated image, indicative only and subject to change.

AUTUMN



A premium kitchen in the Autumn finish. Computer generated image, indicative only and subject to change.



A premium bathroom in the Autumn finish. Computer generated image, indicative only and subject to change.

“Parallels between the warmth of summer and the soothing chill of winter; the dark scheme of the space embraces the industrial past and highlights the engineered connotations with winter tones of grey.”

Muza Lab

WINTER



A premium kitchen in the Winter finish. Computer generated image, indicative only and subject to change.



A premium bathroom in the Winter finish. Computer generated image, indicative only and subject to change.

“The winter months blend into the warmth of spring and blossoms into the summer as the lighter scheme of the space emphasises the subtle natural tones much like the inspired Battersea Park which surrounds and cascades in environmental harmony.”

Muza Lab

PREMIUM APARTMENT SPECIFICATION

Kitchen

- Contemporary fitted kitchen with feature cupboard
- Composite/composite stone counter top and full height splashback
- Integrated Miele appliances including combi oven with microwave, combi oven with steam, induction hob, coffee machine, dishwasher, fridge/freezer
- Concealed extractor in unit above cooker
- Undercounter beverage cooler
- Free-standing Miele washing machine and free-standing dryer in the utility room
- Undermounted stainless steel sink with contemporary tap
- Laundry room to have a sink – where applicable
- Under wall cabinet lighting

Bathroom and en-suite

- Contemporary white sanitaryware
- Composite/composite stone worktop
- Undermounted white basin with contemporary taps
- Wall mounted dual flush WC
- Custom designed mirrored vanity unit with concealed shaver socket
- Cross-reeled glass shower screen
- Ceiling mounted showerhead and handheld shower with thermostatic controls
- Free-standing bath to en-suite – where applicable
- Towel rail to heated wall
- Porcelain floor and wall tiling with marble tiled feature wall
- LED feature lighting

Living room

- Glazed door into living area

General

- Recessed full height fitted roller blinds throughout

Wardrobe

- Fitted wardrobe with cross-reeled glass door, automatic light, shelf, drawer set and hanging rail to bedroom 1 and bedroom 2

Wall and floor finishes

- Painted internal walls.
- Herringbone engineered oak floor to hallways, living and dining room. Colour subject to palette
- Carpet to bedrooms. Colour subject to palette
- Increased ceiling height

Electrics and lighting

- Bespoke finish to switches and sockets – where applicable
- LED downlights throughout, provision for feature lighting above dining area
- Dimmable lights to living room and bedroom 1
- Automatic lighting to utility and coat cupboards
- TV point to living room and all bedrooms

Electrics and lighting - continued

- Datapoints provided to living rooms and bedrooms
- Large format Smart TV and Sound Bar provided
- Provision for Sky Q 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, living room 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

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

Heating and cooling

- Underfloor heating throughout
- Comfort cooling
- Touch screen controls in living space and bedroom 1
- Mechanical ventilation system with heat recovery

Security

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

External areas

- Metal balustrade
- Balcony/winter garden decking

Communal areas

- Feature wall covering 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
- Biodiverse green or brown roof to buildings
- High performance glazing to all doors and windows



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.

DESIGNED FOR LIFE

At St William, 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 wellbeing 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 St William 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 St William 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 St William 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 St William, 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, through 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.

SUSTAINABILITY

People, planet, prosperity

Sustainability is fundamental to St Williams' ethos. In simple terms, we want to ensure the long-term health, wellbeing and prosperity of people and the planet. There are a range of ways we are managing and minimising the environmental impact of our operations and delivery of homes and communities. These are the initiatives we have implemented at Prince of Wales Drive.

Nature and biodiversity

Parkland, trees, flowers, green roofs, ponds, hedges, gardens – these are the fundamentals of a thriving natural environment that can be enjoyed by everyone. They are all part of our commitment to net biodiversity gain on our developments. Within and around Prince of Wales Drive, we have created natural habitats that encourage wildlife to flourish. We are working with Charnwood and Gillespies to engage residents in the natural landscapes that we have created.

This is how we are ensuring sustainability at Prince of Wales Drive.

Waste and recycling

We actively encourage all residents to reduce their waste wherever possible. In addition to external recycling bins, we provide integrated recycling bins in kitchens to make it easier to separate and recycle waste.

Water efficiency

Our homes are designed to high water efficiency standards and are fitted with dual flush WCs, and low-flow taps and showerheads which use less water without compromising convenience and comfort. We also suggest simple steps to reduce water consumption, such as not leaving taps running unnecessarily.

Energy efficiency

Efficient use of electricity and gas helps lower fuel bills and reduces carbon emissions. Our homes have been designed to use less energy than a standard home. They have enhanced levels of thermal insulation and air-tightness, and have been fitted with mechanical ventilation units with heat recovery (MVHR). All lighting is low energy and kitchen appliances are [A++/A+/A] rated.

Noise reduction

We can't eliminate noise, but we consider the impact of noise in the design of our homes. We consider external noise, such as from nearby roads, and internal noise including the transfer between rooms and floors. We incorporate measures to reduce the different types of noise wherever possible to create a quieter environment.

Clean air

It is hard to avoid polluted air, particularly in our cities. Throughout Prince of Wales Drive we have planted trees, shrubs and flower beds to help create a cleaner air environment.

Sustainable transport

Within a short walk to two train stations, bus stops and the new Zone 1 tube coming to Battersea Power Station in Autumn 2021.

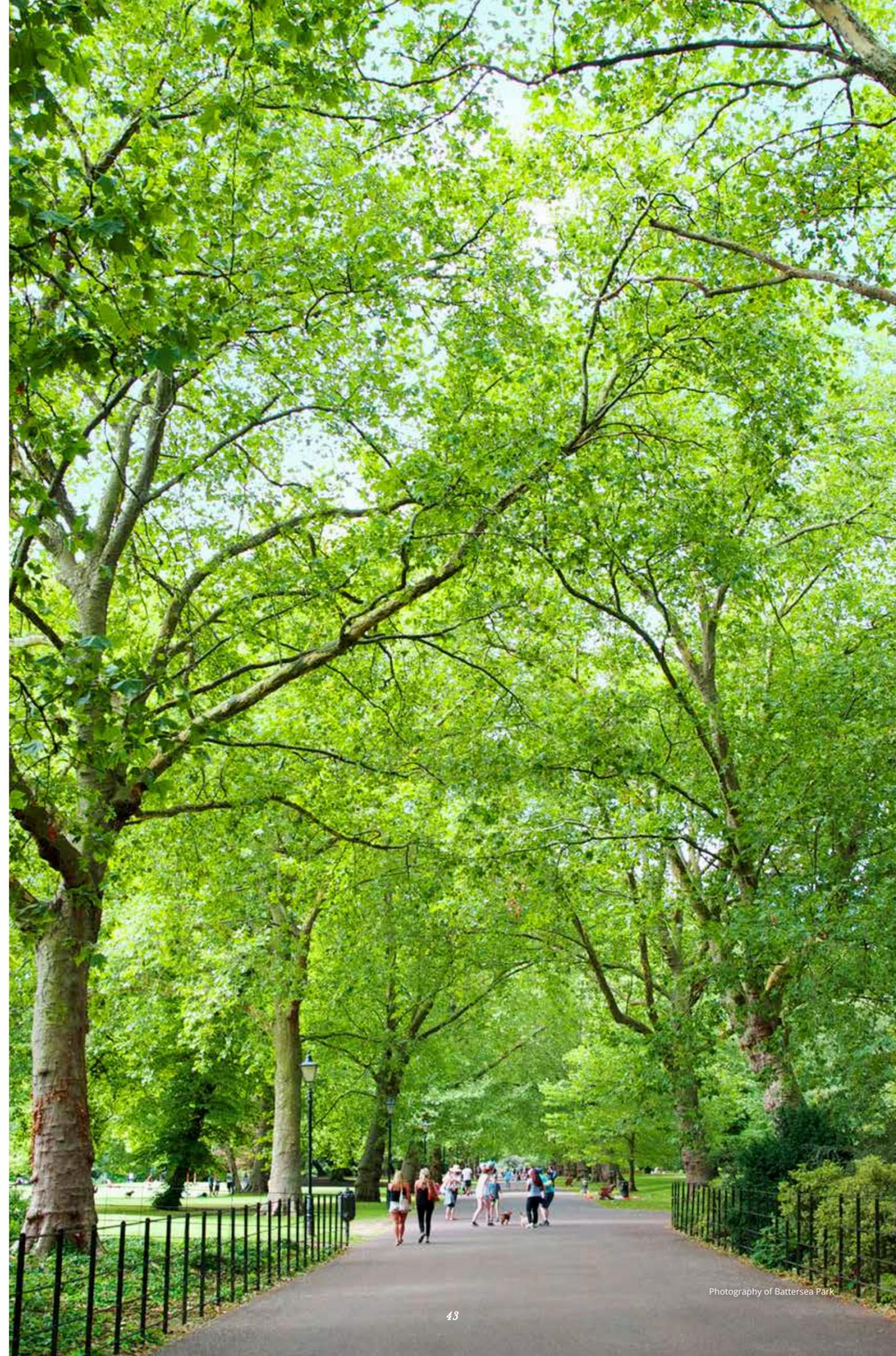
We also provide secure cycle storage and car charging points to encourage the use of sustainable methods of transport, to help reduce air pollution around the development and the wider area. These active methods of transport also help encourage healthier lifestyles.

Stewardship

Maintaining our communal open spaces and facilities in perpetuity is an important benefit to the whole community. We work with Firstport and residents to ensure the development remains in pristine condition.

Future-proof design

From the early stages of design, we assess how our homes will stand up to the future effects of climate change, such as how they will be affected by higher summer temperatures, periods of drought, or more extreme rainfall. We are constantly researching how we can ensure our homes and developments are more resilient to these extremes to understand what new innovative technologies we should use in our future designs.





Scan to visit our website

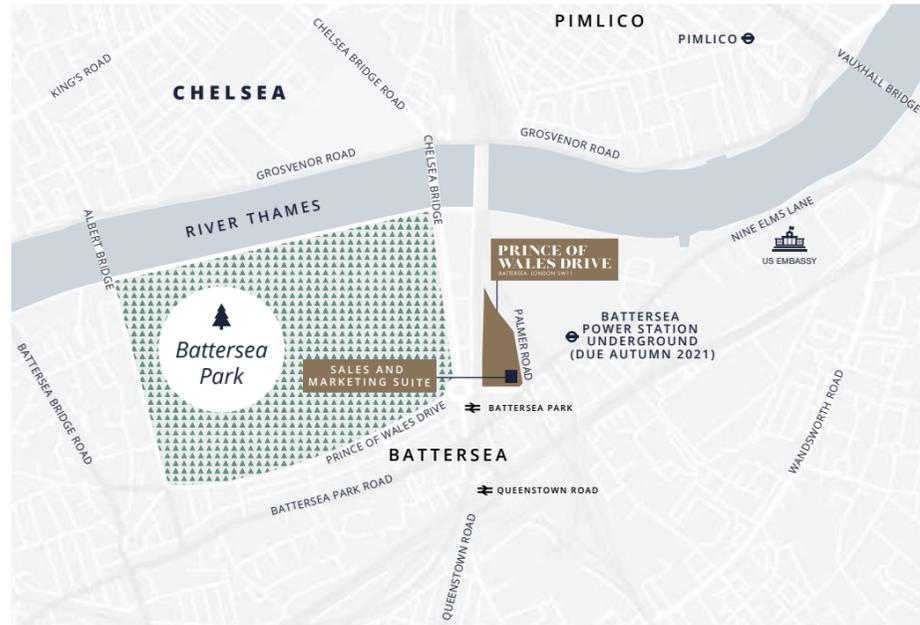
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The information in this document is indicative and is intended to act as a guide only as to the finished product. Accordingly, due to St William policy of continuous improvement, the finished product may vary from the information provided. These particulars 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. Upper Park Residences, Park Central, Park East, Park West and the 1882 Club are marketing names and will not form part of the approved postal addresses. The Gym is commercial property and subject to separate charges for residents. Applicants are advised to contact St William to ascertain the availability of any particular property. 0433/05CA/0521.

Photography at Prince of Wales Drive.

