





01

### LIVE IN LONDON'S BRIGHTEST NEW NEIGHBOURHOOD

Nowhere else in London is alive with new opportunity quite like the new White City. On your doorstep more than 300 stores fill Europe's largest shopping centre. Over 100 restaurants, cafés and bars are less than a 10 minute walk away. Next door is a new hub for education, technology and innovation. Leading television studios, renowned theatres, music and entertainment venues, make this the city's brightest new neighbourhood.





(01) Outdoor summe screen \$4 mins

(02) O2 Shepherd's Bush Empire

(03) White City House

(04) Westfield London \$2 mins

(05) Bluebird Café † 2 mins

(06) Endo at the Rotunda Above Electric Cinema

Above Electric Cinemo

(07) Butterscotch Bakery \$ 7 mins

Times from google.co.uk/maps from entrance of development (W12 7RQ)







(01) Puttshack Å 2 mins

(02) All Star Lanes † 2 mins

(03) Electric Cinema † 2 mins

(04) Television Studios \$\dxi\$ 2 mins

(05) Dimco Buildings \$\times 5 \text{ mins}

(06) Troubadour Theatre † 5 mins

> (07) Elephant West \$\documen\$3 mins

(08) Prairie Fire Å 2 mins

(09) Royal College of Art White City Å 6 mins

> (10) Imperial College White City Å 6 mins

(11) Studio Lagree \$7 mins

Times from google.co.uk/maps from entrance of development (W12 7RQ)

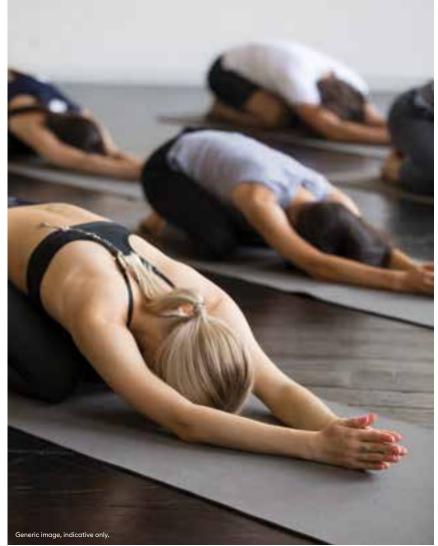








Nowhere else in London is alive with new opportunity quite like the new White City.









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Westfield London 2 mins

Bluebird Café 2 mins

**Elephant West** 

3 mins

2 mins

5 mins

Endo at the Rotunda

Troubadour Theatre

Butterscotch Bakery 7 mins

**Bush Theatre** 10 mins

O2 Shepherd's **Bush Empire** 13 mins

**Paddington** 

0

8 mins  $\Rightarrow$   $\otimes$ **Bond Street** 

12 mins

€ Oxford Circus 14 mins

King's Cross 20 mins \*e~

Victoria 22 mins  $\Rightarrow$ 

Bank 25 mins

From White City or



#### Cycle

Portobello Road

Design Museum 12 mins

Kensington **High Street** 13 mins

Hammersmith **Embankment** 14 mins

Hyde Park 17 mins

Victoria & Albert Museum 21 mins

Knightsbridge 22 mins

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#### Drive

Kitchen W8 10 mins

The Ledbury 14 mins

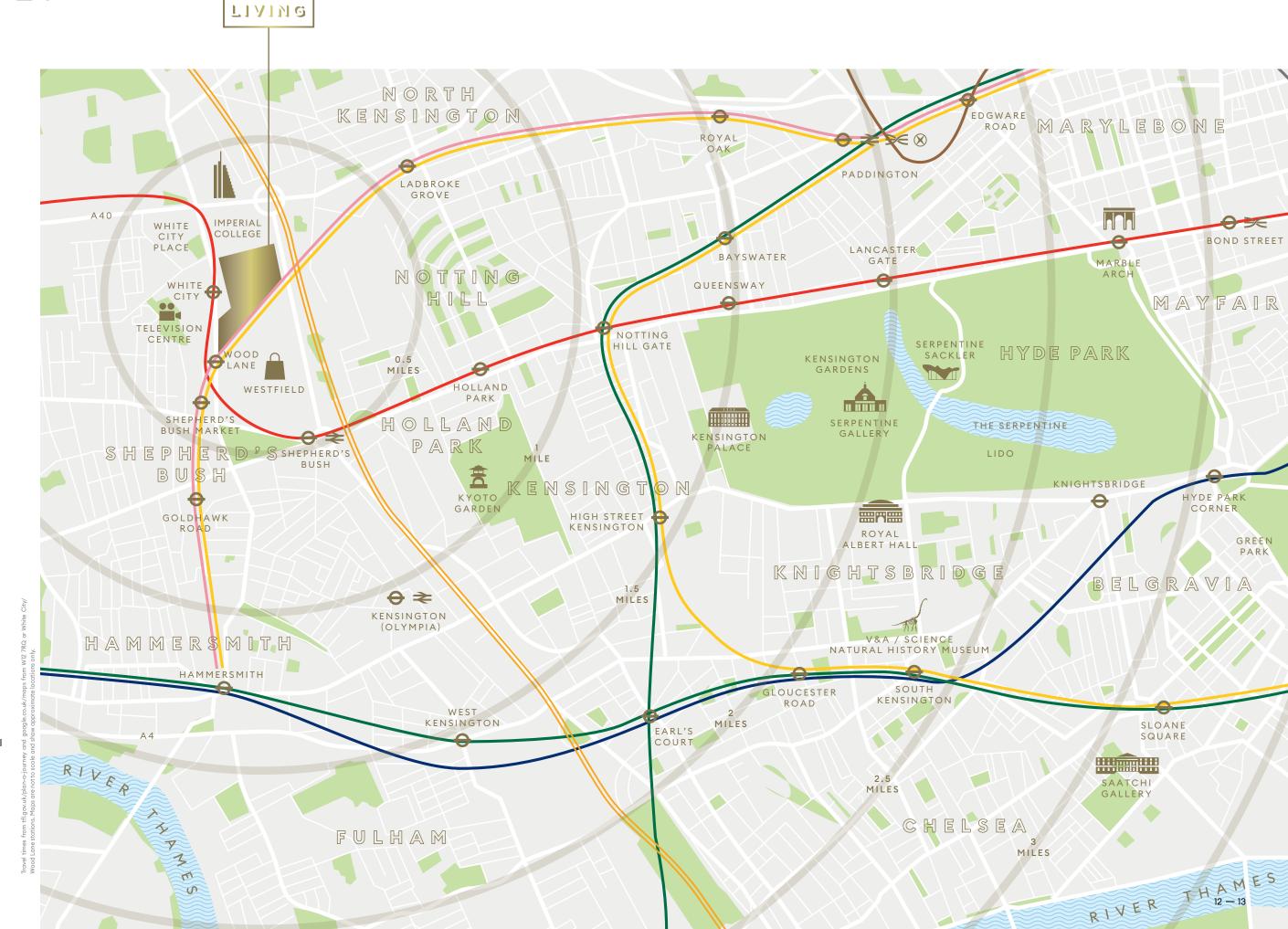
Ivy Kensington Brasserie

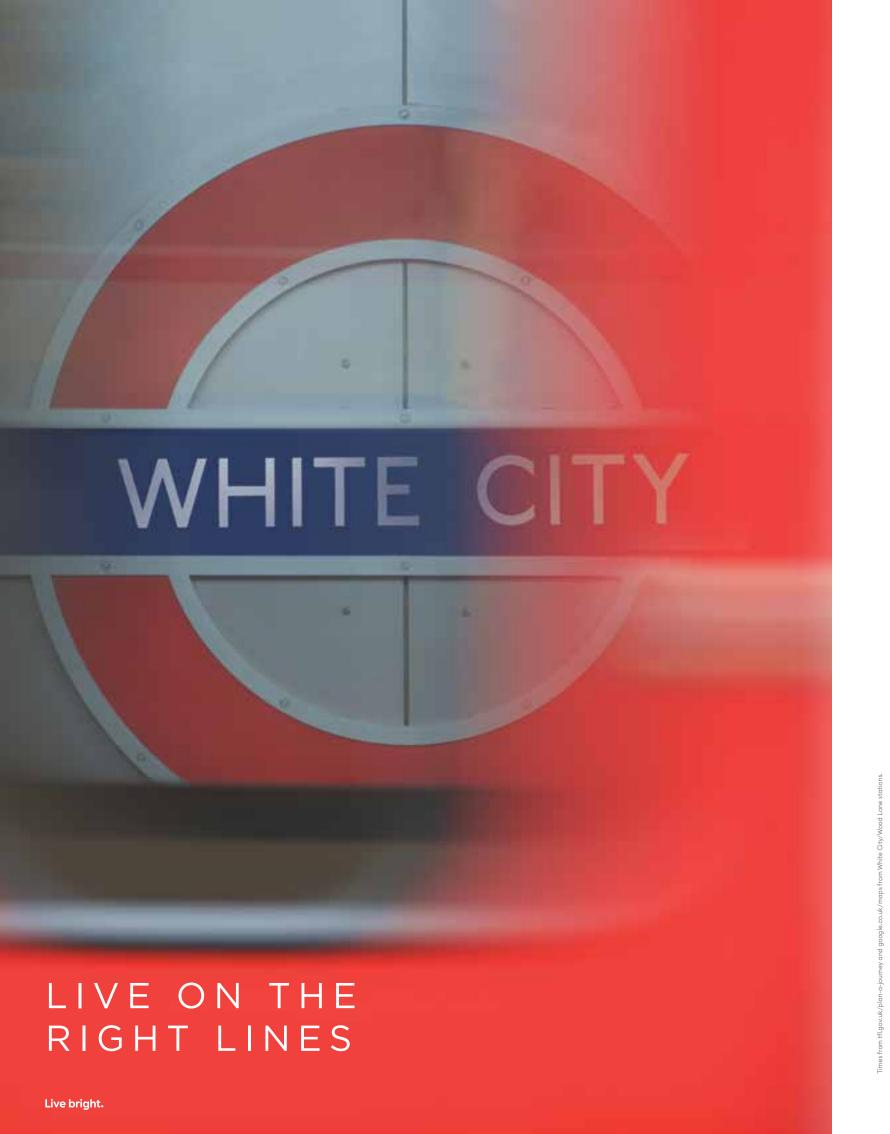
16 mins Royal Albert Hall 16 mins

Harrods 24 mins

Mayfair 28 mins

Heathrow Airport 30 mins





Hammersmith & City 05

Central

White City Station

At the entrance to White City Living are two Underground stations with access to three key Tube lines. The excellent transport connections mean the West End is less than 15 minutes away.

08

18

12 **Bond Street** 

25

€

06

Notting Hill Gate

Bank





06 CASCADE



07 ORIENTAL BRIDGES



10 AQUATIC PLANTING



11 WATERFALL



Scan the QR code to view the 3D tour

























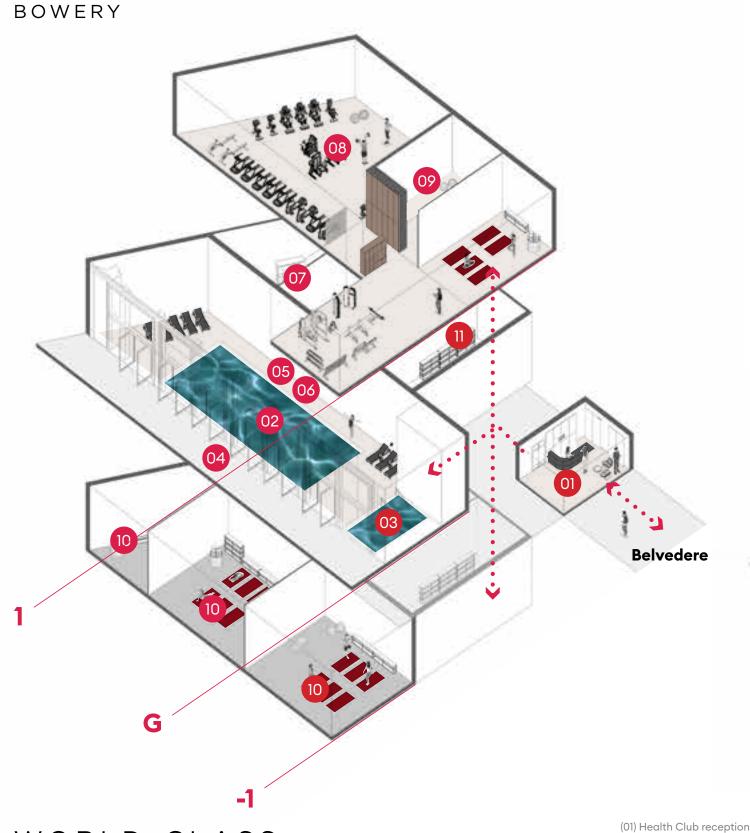






24-hour Concierge, swimming pool with sun terrace, Residents' Club Lounge, therapeutic hydro-pool, dining room and private kitchen, fully equipped gym with rooms for personal training and classes, treatment and massage rooms, café, two 12-seat private cinemas with food and drink facilities, business lounge and meeting rooms, entertainment suite.

#### BELVEDERE ROW



### WORLD-CLASS RESIDENTS' FACILITIES

Amongst the most extensive private residents' facilities in London, the state-of-the-art Home Club occupies more than 20,000 sq ft across two buildings.

The diagram is indicative only and subject to change and planning. In line with our policy of continue improvement we reserve the right to alter the layout and building style at any time without notice.

(02) Swimming pool (03) Hydro-pool (04) Sun terrace (05) Sauna

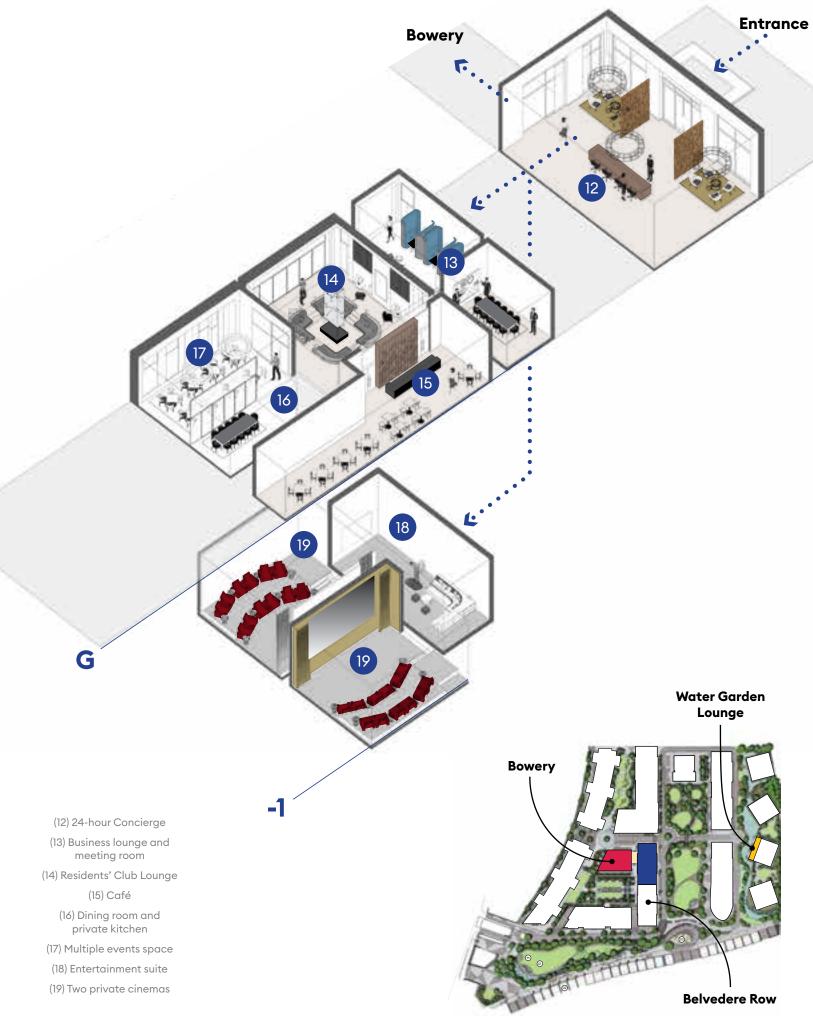
(06) Steam room

(07) Changing facilities

(08) Fully equipped gym
(09) Stretching area

(10) Personal training rooms

(11) Treatment rooms



### WATER GARDEN LOUNGE

Cross an oriental bridge and enter the tranquil Water Garden Lounge. The perfect place to work and meet during the day, or relax in the evening and socialise with friends at the water's edge.



(02) Water Garden terrace

(03) Seating area

(04) Lounge

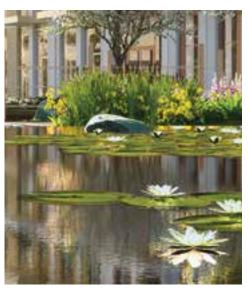
(05) Relaxation area

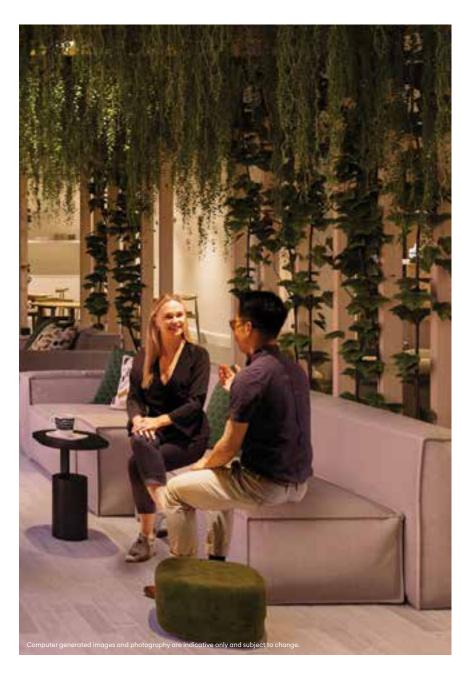
(06) Private study area

(07) Garden room











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## WELCOME HOME

Great service will be at the heart of your living experience, with a 24-hour concierge always on hand.







With generous windows the apartments are filled with natural light. The private balconies and terraces seamlessly connect you to the outside world with views over the Water Gardens or Central Gardens.

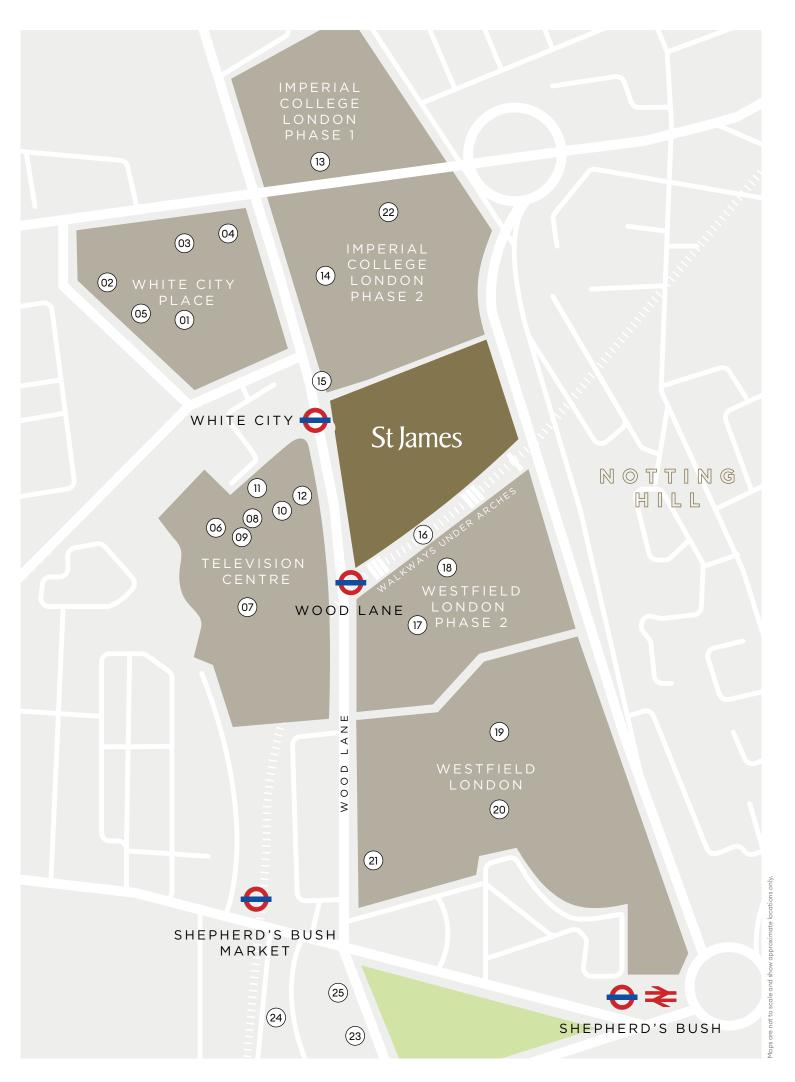


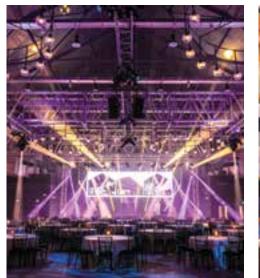




Sleek modern surfaces, underfloor heating and comfort cooling help to create a perfect modern living environment.











# DISCOVER YOUR NEW NEIGHBOURHOOD

White City is West London's brightest new neighbourhood, alive with a vast array of restaurants, shops and entertainment destinations right on your doorstep.

(01) White City Place \$5 mins

(02) Royal College of Art White City & 6 mins

(03) Butterscotch Bakery \$7 mins

(04) Studio Lagree Å 7 mins

(05) Troubadour Theatre \$ 5 mins

(06) Endo at the Rotunda Above Electric Cinema \$\times 2 mins

(07) Television Studios

∱ 2 mins (08) Electric Cinema ∱ 2 mins

(09) White City House † 2 mins

> (10) Kricket ∱2 mins

(11) Homeslice † 3 mins

(12) Bluebird Café Å 2 mins

> (13) Imperial College North Campus \* 13 mins

> (14) Imperial College South Campus & 6 mins

(15) Elephant West † 3 mins (16) Prairie Fire

† 2 mins (17) Puttshack

½ 2 mins
(18) All Star Lanes

½ 2 mins

(19) Westfield London Å 2 mins

(20) Westfield Luxury Village Å 6 mins (21) Dimco Buildings \$\times 5 \text{ mins}

(22) Scale Space

(23) O2 Shepherd's Bush Empire \$ 13 mins

(24) Shepherd's Bush Market \$ 12 mins

(25) Dorsett Hotel † 12 mins

Times from google.co.uk/maps from entrance of development (W12 7RQ)

Live bright. 46-47

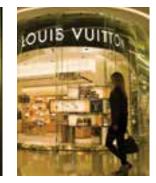
### WESTFIELD LONDON

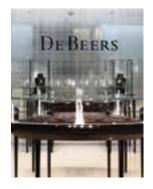
Right on your doorstep is the largest shopping centre in Western Europe. Over 300 stores, including a Luxury Village that is home to many of the world's finest names, over 60 restaurants and bars and 20 state-of-the-art cinema screens.











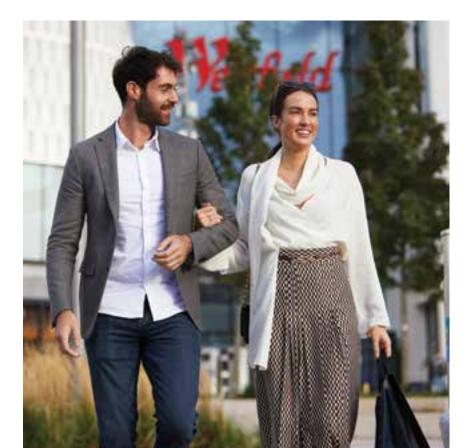












Europe's largest shopping centre

2.6 million sq ft of retail

300 stores

60 restaurants and bars

20 cinema screens



One million sq ft dedicated to office and retail space

Over 3,000 employees

Spacious outdoor gathering areas with green spaces and al fresco dining

An exciting events programme, including outdoor cinema screenings and performances

(02) Outdoor seating and stage decks
\$\frac{1}{2}\$ 5 mins

(03) Landscaping \$\times 5 \text{ mins}

Times from google.co.uk/map from entrance of developmen

### WHITE CITY PLACE

Just a short stroll away is a new hub for creativity, technology and innovation. Representing industries spanning numerous sectors, including media, fashion and life sciences. Buzzing with the brightest minds, running some of today's leading edge businesses, and dreaming up the new products and services that will define our futures.









05

Live bright. 48 — 4





(01) Scale Space business innovation hub (02) Imperial College

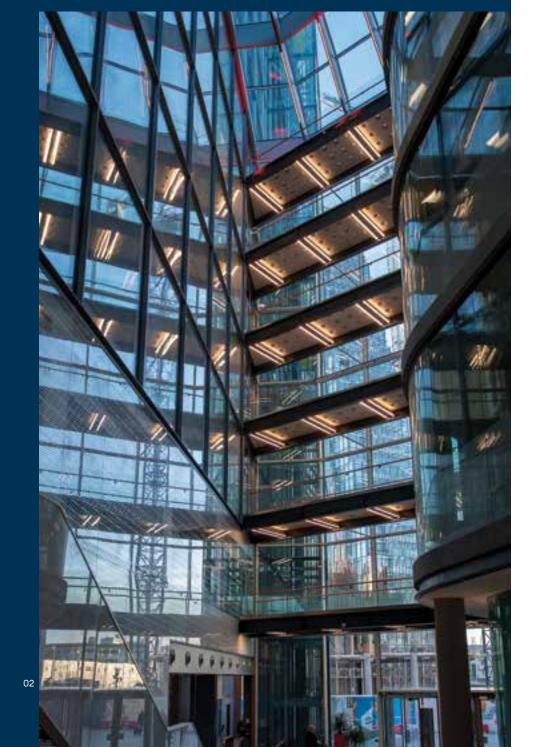
White City Campus

01

# IMPERIAL COLLEGE WHITE CITY

Directly north, Imperial
College London is creating
a 23-acre research campus.
The university is consistently
ranked as one of the world's
top 10 academic institutions
and is at the cutting edge in
many scientific fields. The new
White City campus is playing
host to thousands of students,
academics and researchers,
alongside established
businesses and start ups,
pushing the boundaries of
science and technology.

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#### Primary Education

St Stephen's C of E Primary School → 7 mins

Notting Hill Prep School → 9 mins

Bassett House School

→ 12 mins

St John XXIII Catholic Primary School \$\times\$ 14 mins

Tabernacle School → 14 mins

Ark Burlington Danes Academy † 15 mins

#### Secondary Education

Godolphin and Latymer School 10 mins

St Paul's Girls'
School

10 mins

Latymer Upper School 10 mins

St Paul's Boys' School

Hill House Upper School 26 mins

Harrow School

29 mins

Eton College 39 mins

### Higher

Education

Imperial College White City Å 6 mins

Royal College of Art White City \$\dark 6 mins

University College London → 24 mins

London School of Economics (LSE) → 26 mins

Imperial College South Kensington ⊕ 31 mins

King's College London → 33 mins

### WELL EDUCATED

Four of London's top five universities and 15 outstanding quality schools within 30 minutes.











(01-02) Notting Hill ⊕ 6 mins

(03) Design Museum

12 mins

(04) Hyde Park

17 mins

(05) Royal Albert Hall

(06) Holland Park ⊕ 4 mins

(07) Museums

21 mins

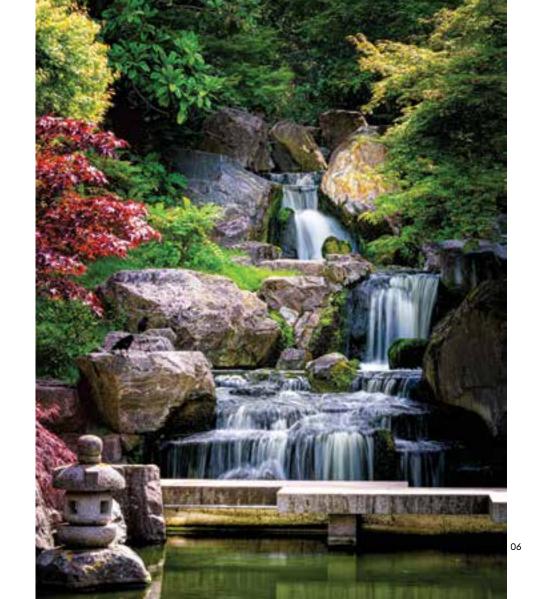
Times from tfl.gov.uk/plan-a-journey and google.co.uk/maps from W12 7RQ or White City/Wood Lane stations Live surrounded by London at its most cultured and refined. With its grand royal parks, world renowned concert venues and museums, together with many of its finest one-off stores and celebrated restaurants. From the multi-coloured streets of Notting Hill, to the natural wooded splendour of Holland Park and the antique treasures on offer at Portobello market.



### WEST LONDON LIVING









04

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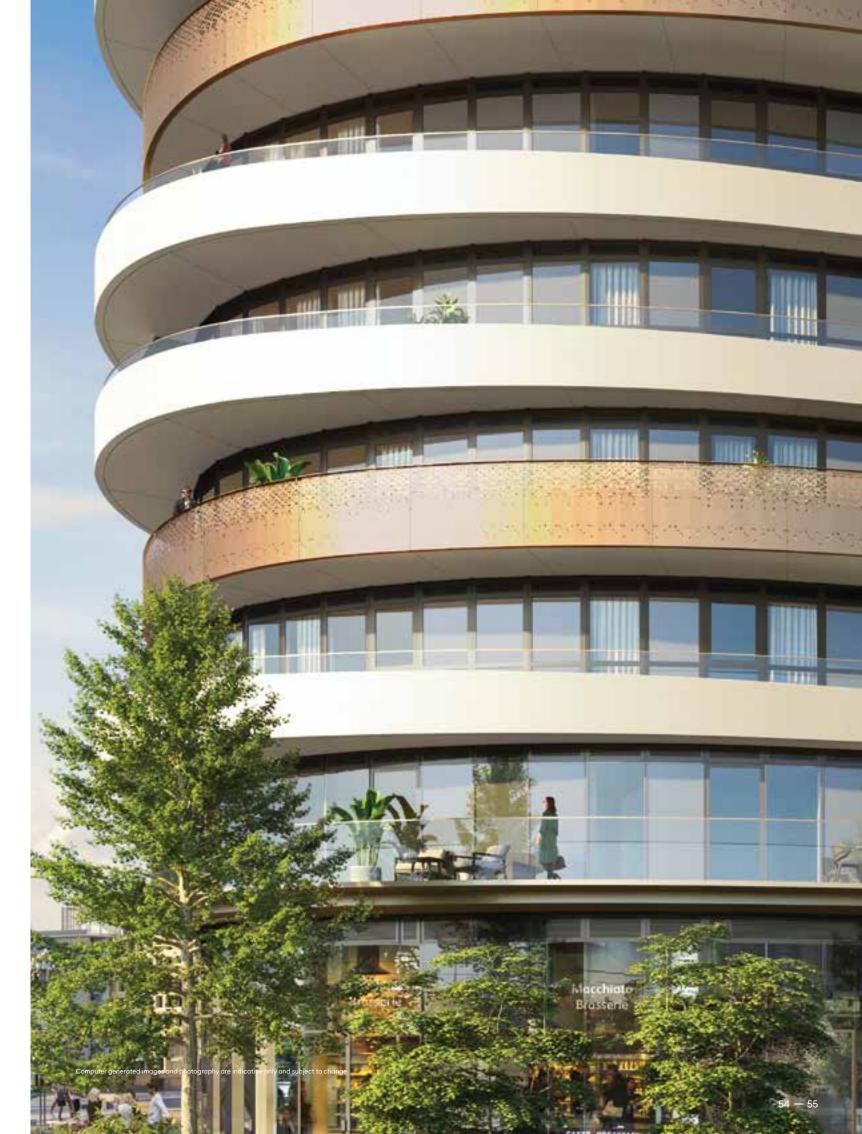


# ARCHITECTURAL VISION

Renowned architect Patel Taylor defined a vision for White City Living that puts nature first and foremost, by setting a rich variety of contemporary buildings in eight acres of land and waterscapes. From the sweeping curves of the Cassini Tower, to the bold lines of the pavilions that embrace the Central Gardens, or the deep reflective colours that adorn the four orientally inspired lagoon buildings. The result is a truly unique place where nature and architecture work together in harmony, to create the city's most inspiring new landscape for living.







### **EXCELLENCE** THROUGH DETAIL

Our goal is to be a world-class company creating successful, sustainable places where people aspire to live.



The landscape proposals for White City Living were inspired by the Japan-British Exhibition which occupied an area of 140 acres of White City during the summer of 1910.

The use of water is a continuation of the landscape with more than 50 individual fountains, jets and cascades that animate and connect together much of the White City development, creating movement, sounds and reflections throughout the site.

The landscape will feature more than 6400 individual trees and plants from 40 different species. A unique collection of around 400 trees were handpicked in Germany by the St James team.



#### Material difference

At St James, 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. From the hand selected stone and marble from Italy to the personal factory visits to check quality and specification. St James only offers a high quality product.

Marble quarry in Italy where St James hand picked the marble for White City Living.

#### Sustainability

Our gardens and landscape incorporate a wide variety of plant species providing habitats and food for invertebrates and birds. We have also incorporated bird boxes and bat boxes as part of a sitewide ecological mitigation strategy.

The water feature has a water treatment system which supports aquatic fauna and flora.

Almost all of our developments are built on brownfield land and we always take care to protect and enhance biodiversity and natural habitats.





### **Building relationships**

Our customers are at the heart of all our decisions. We aim to understand their needs and consistently meet or exceed their expectations. The service St James provides is professional, efficient and helpful to make the home buying process as straightforward and enjoyable as possible. Our levels of customer service aim to be comparable to other top brands.





#### Innovative design and build

St James creates new places to live, work and play working with leading architects, designers and landscape designers to bring new and innovative ideas for each development.

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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 plan for the business, designed to raise standards higher still. We take our responsibilities towards our customers, the environment, the workforce and the communities in which we work very seriously. Our plan for the business has five areas of focus: Customers, Homes, Places, Operations and Our People.

#### **Five Focus Areas**

#### Exceptional customer experience

We aim to 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

When you buy a new home from Berkeley you can be safe in the knowledge that it is built to very high standards of design and quality and has low environmental impact. We meet specific space standards for new homes and aim to deliver a home which has fibre broadband infrastructure.

#### Great places

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

#### Efficient & 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 and safety

Safety is a high priority on all of our construction sites. We also aim to have a positive impact on society and enable young and unemployed people to get into work through our support of the Berkeley Foundation.

#### The Berkeley Foundation

Berkeley takes social responsibility very seriously. In 2011 we set up The Berkeley Foundation, with the aim of supporting Britain's young people and

We do this through a number of partner charities that tackle some of the most pressing social problems affecting young people today, including homelessness and unemployment. The money raised comes part from the Berkeley Group, and also through the tireless and inventive efforts of our staff.

We have set a goal for The Berkeley Foundation to invest £10 million over the next five years to support young people and their communities. Every penny will be spent on charitable activities and worthy causes to ensure that maximum benefit

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





#### **Our Vision**

To be a world-class business generating long-term value by creating successful, sustainable places where people aspire to live.

### **Designed For Life**

Buying a home is one of the most important decisions you will ever make. The qualities that make St James different mean that you can choose a new home from us with complete confidence. When you buy a home from St James 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.

#### Award winning and royally recognised

In addition to receiving numerous awards for quality, design and customer service, the Berkeley Group was granted the 2014 Queen's Award for Enterprise in Sustainable Development and in 2011 they won Britain's Most Admired Company award. These awards recognise and reward outstanding achievements in business performance.

#### 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 ten year warranty, the first two years of which are covered by St James.

#### 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 James, 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 James 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 James 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.



### Our commitment to sustainable living

#### Our homes benefit from:

- Energy-efficient design including a highly insulated building envelope (above Building Regulation requirements to save on heating costs).
- Energy-efficient appliances provided which will lower the running costs and carbon footprint of the home.
- Centralised energy centre with electricity generation to offset running costs of common areas.
- Homes designed for low water consumption to preserve water resources.
- 100% low energy lighting and sensor-activated lighting in communal areas.
- Covered cycle storage facilities provided. Santander cycles docks located nearby.
- Electric car charging points provided.
- Community plan in place to bring residents and the local community together.











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### MYHOME PLUS

MyHome Plus is a new online service that is designed to help you manage key aspects of your new home at any time from anywhere around the world.



OI

#### Filing cabinet

In the filing cabinet section you can access documentation relating to your new home immediately at your own convenience.



02

#### Meet the team

This section provides an introduction to the team that will be working with you throughout your journey and details their individual roles. You can email any member of the team directly via this section.

03

#### Options and choices selection

We are able to offer some choices on certain internal finishes of your new home. Whether this option is available to you will depend on what stage of construction the property has reached at the time of you making your reservation. See the next steps section for further detail on this.

04

#### **Construction progress**

Under this section, regular updates on the construction of your new property will be provided, keeping you up to date on the progress on site and the local area. Your Customer Service Manager will issue regular newsletters and photographs to this section throughout your journey.

#### Next steps

- Your Sales Consultant will send you a link that you will need to activate to access MyHome Plus. The link will require you to set a password for access
- 2 Customer Service will then be in touch to invite you in to our Show Apartment to view the interior selections available for the internal finishes that you have an option to select. If you cannot make it to the appointment, the options can be discussed over the telephone and selected via MyHome Plus. Customer Service will need to receive your choices selection by the deadline date, which will be given in advance.

Sign in by visiting: berkeleygroup.co.uk/my-home/sign-in



## White City Living Marketing Suite

#### 54 Wood Lane, London W12 7RQ

Both White City & Wood Lane Underground stations are located at the entrance

www.whitecityliving.co.uk whitecityliving@stjames.co.uk +44 (0)20 3002 9462











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 James' 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. White City Living is a marketing name and will not necessarily form part of the approved postal address. Applicants are advised to contact St James White City to ascertain the availability of any particular property. Computer-generated images are indicative only. Show thome photography is indicative only. 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 anytime without notice. Your attention is drawn to the fact that it may not be possible to provide the branded products as referred to in the specification. In such cases, a similar alternative will be provided. St James reserves the right to make these changes as required. A number of choices and options are available to personalise your home. Choices and options are subject to timeframes, availability and change. Floorplans shown for White city Living are for approximate measurements only. Exact layouts and sizes may vary. All measurements may vary within a tolerance of 5%. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture. Maps are not to scale and show approximate locations only. Travel times from tfl.gov.uk and google.co.uk/maps. From W12 7RQ or White City / Wood Lane stations. V1 December 2019.

Providing you with a step-

process from reservation

through to completion,

by-step guide to the buying

moving in and warranty. At

each milestone, the buying

process section advises on

the next steps so that you

can be absolutely clear on

your current position and

what to expect next.

