



**KING'S
ROAD
PARK**

L O N D O N S W 6

**COMMERCIAL RETAIL & LESIURE OPPORTUNITIES
ADJACENT TO THE KING'S ROAD**





WELCOME TO KING'S ROAD PARK

first choice & **SECOND NATURE**

FOR RETAIL & LEISURE OPERATORS

King's Road Park will create a new sustainable neighbourhood set within a beautiful park, in the Chelsea Design district.

UNIT 1

Computer generated image, indicative only.

OLD COFFEE ROASTERY

COFFEE
OLD COFFEE
No 92
ROASTERY
FULHAM

OLD
COFFEE
ROASTERY

first class &
SECOND TO NONE

AN ICONIC DEVELOPMENT LOCATION

King's Road Park is transforming a part of London's heritage
in the heart of Fulham.

OVER 1,800 NEW HOMES

80,000 SQ FT OF LEISURE, RETAIL AND
WORKSPACE

BEAUTIFUL PUBLIC PARK AND CHILDREN'S PLAY
AREA SET OVER 1.66 ACRES

60M FROM THE ICONIC KING'S ROAD WHICH HAS
OVER 11M VISITORS A YEAR

AVERAGE LOCAL INCOME £158,000



FULHAM
BROADWAY
STATION

STAMFORD
BRIDGE

SLOANE
SQUARE

HARLEY
DAVIDSON



BATTERSEA
PARK

CHELSEA
CREEK

CHELSEA
DESIGN
CENTRE

IMPERIAL WHARF

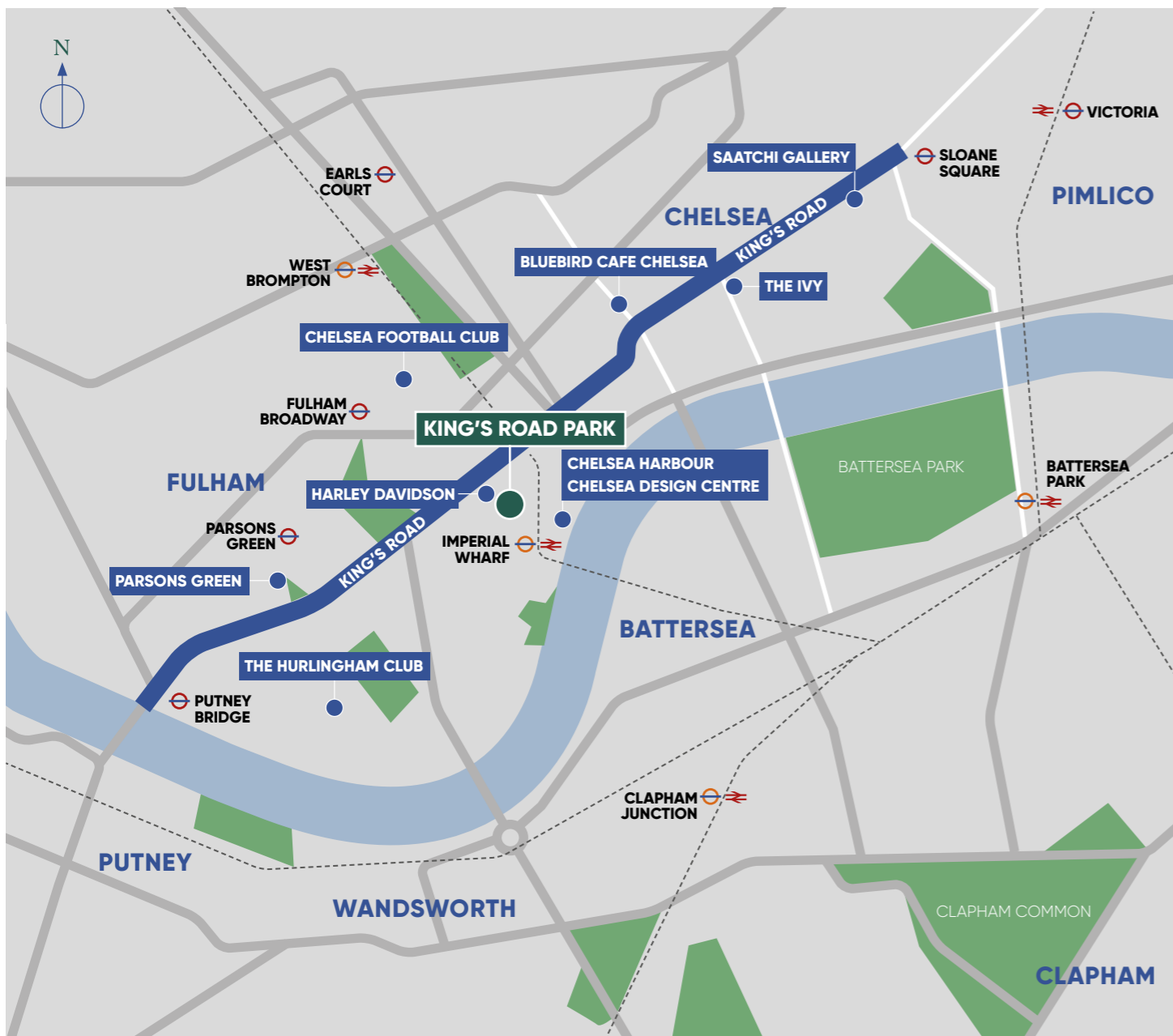
CHELSEA
HARBOUR PIER

KING'S ROAD



CHELSEA

PARSONS GREEN



first stop &

SECONDS AWAY

FROM THE ICONIC KING'S ROAD

Located equidistant from Fulham Broadway and Imperial Wharf, King's Road Park provides an ideal location for commercial occupiers to serve the growing community on the doorstep of both Fulham and Chelsea which will become a natural choice for residents, visitors and workers.

WALKING TIMES



KING'S ROAD PARK

Chelsea Football Club
9 MINS



Chelsea Design Centre
13 MINS



Parsons Green
14 MINS



Hurlingham Club
29 MINS



Fulham Broadway

8 MINS

WALK TO THE DISTRICT LINE

0.4 mile



Imperial Wharf

9 MINS*

WALK TO THE OVERGROUND

0.5 mile



60m from the iconic King's Road

60 m

Chelsea Football Club average match day
(31 hosted games 2020-2021)

c.41,000
ATTENDEES

Visitors to King's Road

82%
ARE LOCALS

Estimated no. of on site residents once completed

4,600

1,236

homes in the adjacent Chelsea Creek

World's leading design destination

120 SHOWROOMS & 600 BRANDS

LOCATED AT CHELSEA DESIGN CENTRE

King's Road has over

11M

VISITORS A YEAR

Average local income

£158,000

*These times are estimated to improve once the connection to Chelsea Creek is completed in phase 5

MASTERPLAN



 **PHASE 1**

A RANGE OF OPPORTUNITIES
NOW AVAILABLE

 **FUTURE
COMMERCIAL
SPACE**

**RESIDENTIAL
PHASING**

PHASE 1: 343 NEW HOMES
(Q3 2022 – Q1 2024)

PHASE 2: 128 NEW HOMES
(Q1 2024 – Q3 2024)

PHASE 3: 463 NEW HOMES
(2025-2027)

PHASE 4: 371 NEW HOMES
(2027-2029)

PHASE 5: 538 NEW HOMES
(2028-2031)

 **SANTANDER CYCLE
LOCATION**



TO FULHAM
BROADWAY
STATION

HARWOOD TERRACE

IMPERIAL ROAD

KING'S ROAD

CAMBRIA STREET

64TH CLOSE

SANDS END LANE

PHASE 3

PHASE 4

PHASE 1

REFURBISHED
GASHOLDER

PUBLIC PARK

SANDS END
SQUARE

CHIEF ENGINEERS
OFFICE (LISTED)

THE LABORATORY (LISTED)

PHASE 2

PHASE 5

PEDESTRIAN LINK TO CHELSEA CREEK
AND IMPERIAL WHARF STATION

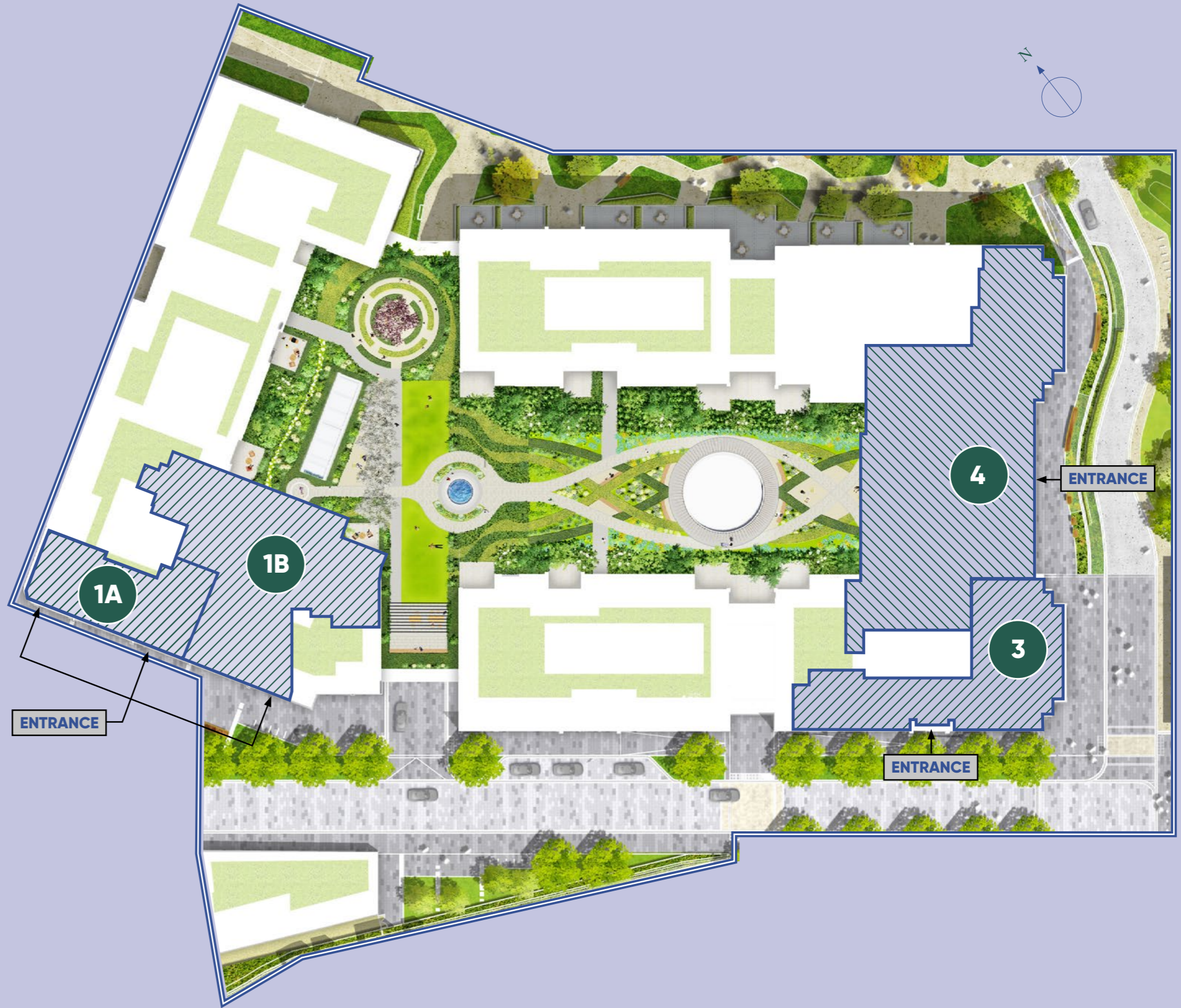
PARK STREET



PHASE 1
COMMERCIAL OPPORTUNITIES

| UNIT | SQ.FT. | COMPLETION DATE | USE |
|-----------|--------|-----------------|----------------|
| 1A | 2,100 | AVAILABLE | A1/A3/A4 |
| 1B | 5,100 | AVAILABLE | A1/A3/A4/D1/D2 |
| 3 | 3,580 | Q2 2023 | A1/A3/A4 |
| 4 | 9,084 | Q1 2024 | D1/D2 |

- **GENEROUS FRONTAGES, FULLY GLAZED**
- **EXTERNAL SEATING OPTIONS**
- **SUBDIVISION POSSIBILITIES**



first place &



SECOND TO NONE

FOR ENTERTAINING OUR AFFLUENT AUDIENCE

With a curated mix of high quality commercial operators and generous public spaces designed for a variety of events, King's Road Park will offer the perfect place for meeting, escaping and experiencing a slice of the very best that London has to offer.



Bayley & Sage, 30-34 New Kings Road



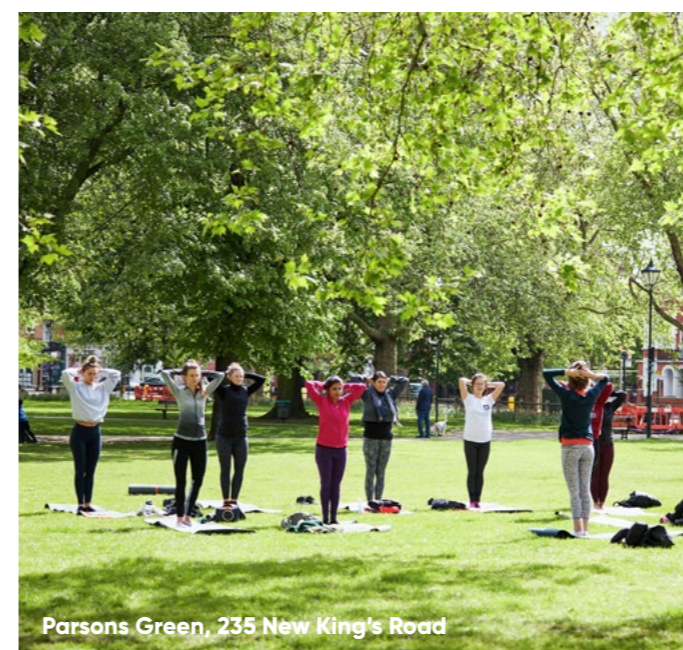
Bayley & Sage, 30-34 New Kings Road



Polpo Chelsea, 81 Duke of York Square



Hally's, 60 New Kings Road



Parsons Green, 235 New King's Road



Hally's, 60 New Kings Road

first choice &

SECOND HOME

FOR A 'LOCAL FIRST' CATCHMENT

THE MOVE TO 'HYPER LOCAL'

We have changed how we shop, work and enjoy our spare time.
We have rediscovered our neighbourhoods.

With over 1,800 homes in the development, and 1,238 in the nearby Chelsea Creek, Kings Road Park provides a rare commercial opportunity to grow a local business within a beautiful environment and strong local catchment area.



UNIT 4

Computer generated image, indicative only



UNIT 3

Computer generated image, indicative only.



UNIT 1

Computer generated image, indicative only.



AERIAL PHOTOGRAPH OF FULHAM GASWORKS, 1949



from industrial roots to a

THRIVING NEW HUB

BE PART OF THE TRANSFORMATION OF FULHAM GASWORKS



SANDS END SQUARE AND LISTED BUILDINGS

Computer generated image, indicative only.



TAKE A LOOK AT THE
360° VIEWS OF
KING'S ROAD PARK



FURTHER INFORMATION



Lucy Cope
07595 267 866
lucy@brucegillinghampollard.com

Fora – 33 Broadwick Street,
London, W1F 0DQ

Lucy Gardiner
07741 877 452
lucyG@brucegillinghampollard.com

brucegillinghampollard.com



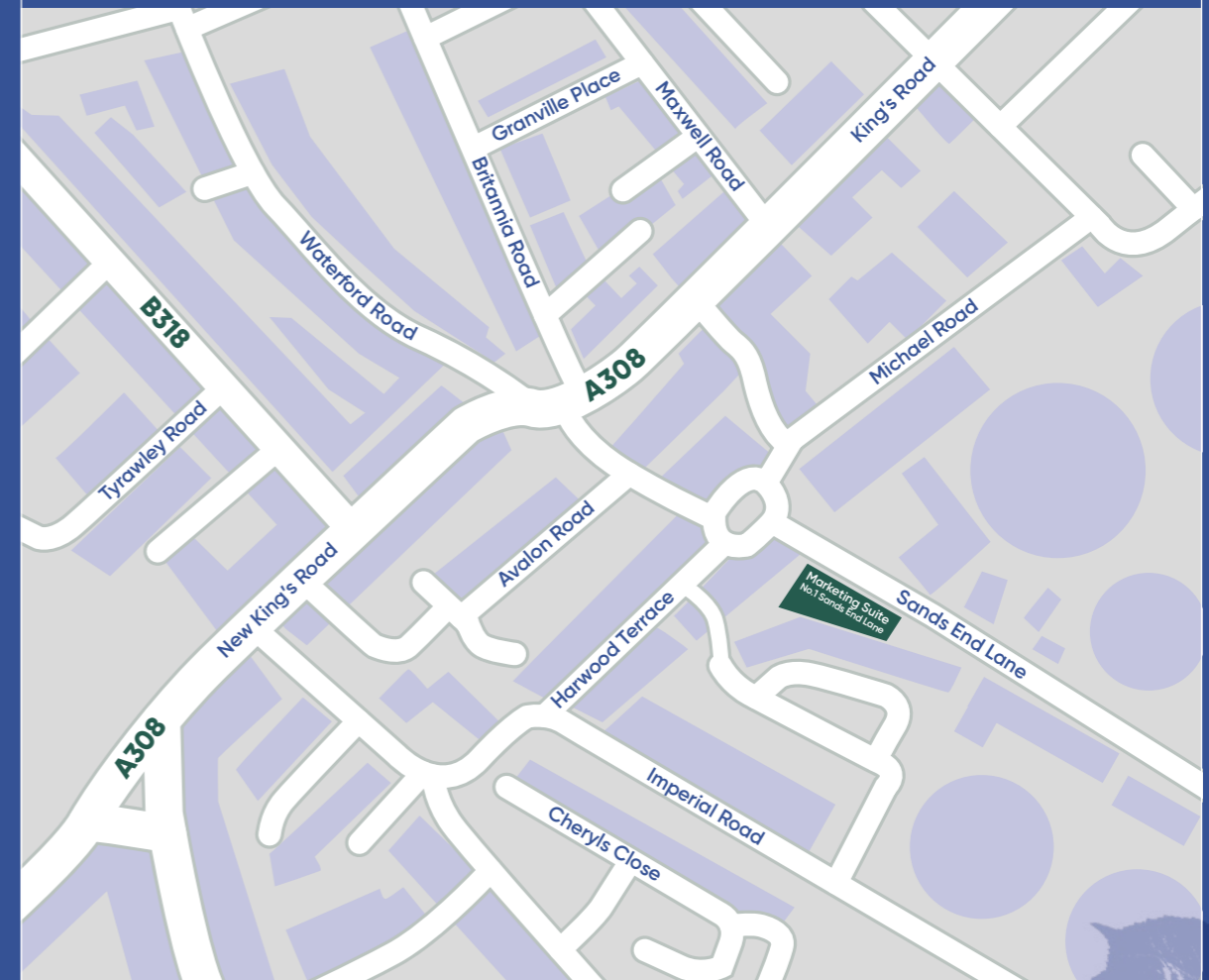
Proud to be a member of the
Berkeley Group of companies



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. January 2023

FIND US HERE

No.1 Sands End Lane, SW6 2FP





**KING'S
ROAD
PARK**

LONDON SW6



St William

Designed for life