

*The*  
CHARLTON



**KING'S  
ROAD  
PARK**

LONDON SW6



CREATED BY  
**St William**  
Designed for life





Lifestyle photography is indicative only.

## WELCOME TO KING'S ROAD PARK LONDON SW6

Situated just 60 metres from the King's Road and close to the River Thames, The Charlton in King's Road Park is in one of London's most desirable locations. Perfectly located in Zone 2 and only a 0.8km 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.

The development offers a stylish collection of suites, 1, 2, 3 and 4 bedroom apartments and penthouses, many offering views over the central park and London skyline. King's Road Park is set within six acres of landscaped public and private gardens.

Spread across 25,000 sq ft, the residents' facilities provides health, wellbeing, recreational and work spaces. Included are a 25m swimming pool, vitality pool, sauna and steam room, golf simulator and arcade game room, gym, fitness studios, treatment rooms, 24-hour concierge, workspace, private dining room, residents' lounge with atrium, two cinema rooms and private meeting rooms.

The Charlton celebrates everything London has to offer, while keeping the outdoors 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.









**KING'S  
ROAD  
PARK**  
LONDON SW 6

HYDE PARK

HARRODS

KING'S ROAD

BLUEBIRD CAFÉ

SLOANE SQUARE

DUKE OF YORK SQUARE

THE IVY

THE CITY

THE SHARD

BATTERSEA PARK

CHELSEA HARBOUR

RIVER THAMES

⇒ IMPERIAL WHARF

CHelsea HARBOUR PIER





## *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.*





## 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 🚗 3.7km



### 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 🚗 3.2km



📍 Cartier, 143-144 Sloane Street, Chelsea 🚗 3km



### 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 🚗 1.4km



### 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 🚗 1.9km





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* 🚶 2.7km

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* 🚶 3.0km



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.

📍 *Ranelagh Gardens, Royal Hospital Road* 🚶 3.0km



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* 🚶 1.3km



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.



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* 🚶 1.1km

KING'S ROAD PARK



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* 🚶 0.8km







Map is not to scale and shows approximate locations only.

## Getting AROUND

  
FULHAM BROADWAY  
**0.65km**  
to the District line

  
IMPERIAL WHARF  
**0.8km**  
to the Overground

  
CHELSEA HARBOUR PIER  
**1.1km**  
to the Harbour

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





## Zone 2 TRANSPORT LINKS



0.65 km

### UNDERGROUND FROM FULHAM BROADWAY

EARL'S COURT	2 STOPS
VICTORIA	6 STOPS
PADDINGTON	6 STOPS
WATERLOO	9 STOPS
KING'S CROSS	12 STOPS



1.1 km

### RIVER BUS FROM CHELSEA HARBOUR

BATTERSEA	2 STOPS
EMBANKMENT	4 STOPS
BLACKFRIARS	5 STOPS
LONDON BRIDGE	6 STOPS
CANARY WHARF	7 STOPS



### WALKING FROM KING'S ROAD PARK

KING'S ROAD	0.1 KM
FULHAM BROADWAY	0.65 KM
IMPERIAL WHARF STATION	0.8 KM
PARSONS GREEN	1.0 KM
CHELSEA HARBOUR PIER	1.1 KM



0.8 km

### RAIL LINKS FROM IMPERIAL WHARF

CLAPHAM JUNCTION	1 STOP
SHEPHERD'S BUSH	3 STOPS
WILLESDEN JUNCTION	4 STOPS
WATFORD JUNCTION	6 STOPS
EUSTON	9 STOPS

*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 easy access to the river, residents can also enjoy the River Bus service along the beautiful Thames.*



### DRIVING FROM KING'S ROAD PARK

VICTORIA	4.0KM
PADDINGTON	5.3KM
WATERLOO	6.8KM
CANARY WHARF	14.0KM
HEATHROW AIRPORT	20.2KM

Distances and stops 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) 🚶 3.0km



### 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 🚶 8.5km

*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 2022). With nine faculties, institutes and schools, it is dedicated to the advancement of knowledge, learning and understanding.

📍 King's College London, Strand 🚶 7.9km  
(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 🚶 9.7km



Distances taken from Google maps - travelling from King's Road Park at 8:00am midweek and indicative only.





Universities\*



1. IMPERIAL COLLEGE LONDON	3.0KM
2. KING'S COLLEGE LONDON	7.9KM
3. LONDON SCHOOL OF ECONOMICS	8.5KM
4. UNIVERSITY COLLEGE LONDON	9.7KM
5. UNIVERSITY OF WEST LONDON	11.2KM



Secondary Schools\*



6. LADY MARGARET SCHOOL	1.0KM
7. FULHAM PREP SCHOOL	1.9KM
8. EMANUEL SCHOOL	3.5KM
9. ST PAUL'S GIRLS' SCHOOL	3.5KM
10. THE GODOLPHIN & LATYMER SCHOOL	4.5KM
11. HARRIS WESTMINSTER	5.8KM
12. ST PAUL'S SCHOOL	6.8KM



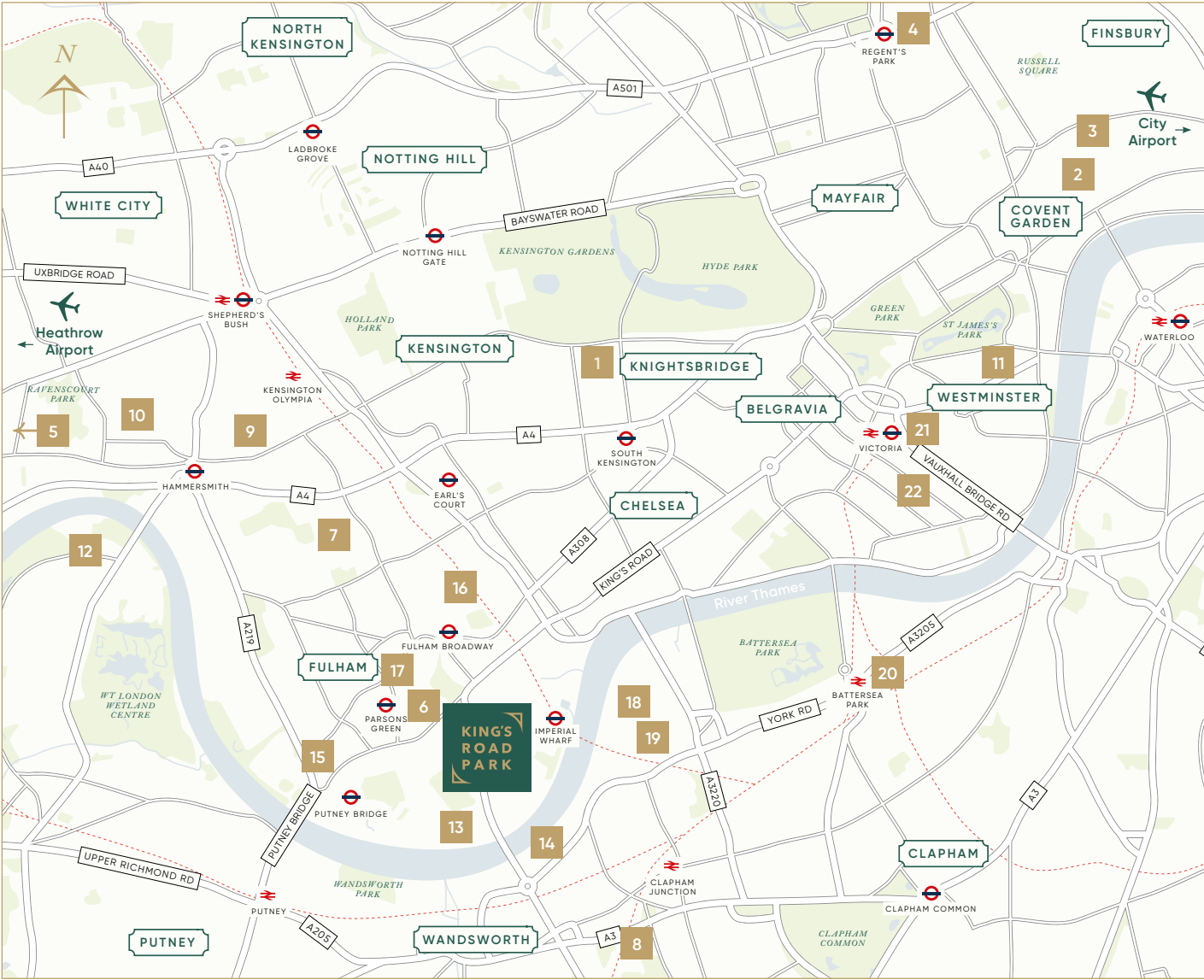
Primary Schools\*



13. THOMAS'S FULHAM	1.4KM
14. KENSINGTON PREP SCHOOL	1.2KM
15. FULHAM PRE-PREP SCHOOL	1.9KM
16. THE LONDON ORATORY SCHOOL	2.1KM
17. RIVERSIDE NURSERY	2.2KM
18. THOMAS'S BATTERSEA	2.9KM
19. L'ECOLE DE BATTERSEA	3.1KM
20. NEWTON PREP SCHOOL	4.3KM
21. WESTMINSTER CATHEDRAL CHOIR SCHOOL	5.0KM
22. EATON SQUARE SCHOOL	5.6KM

\* Distances taken from Google maps - travelling from King's Road Park at 8:00am midweek and indicative only.

A first-class  
EDUCATION







## 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 nature inspired interiors. This creates a truly distinctive and inspirational place to live, complemented by beautifully designed residents' facilities.*









# 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 REDDY A+U

Reddy A+U is an award-winning firm of architects, planners, and designers with over 30 years' experience in the industry, and a reputation for the highest quality professional service.

With extensive experience in a wide range of building sectors – from residential, workplace and healthcare, to retail, leisure and industrial – Reddy A+U pride themselves on designing, curating and delivering, from concept to completion, spaces that residents are proud to call their homes and workspace.

*"We have applied our years of experience in residential projects into developing this bespoke and curated design which responds not only to the needs of modern city living but also its site specific location. The end result is an extremely high calibre project which will no doubt set a new benchmark in residential design."*

**Lisa Smyth**  
Associate Director at Reddy A+U







*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.





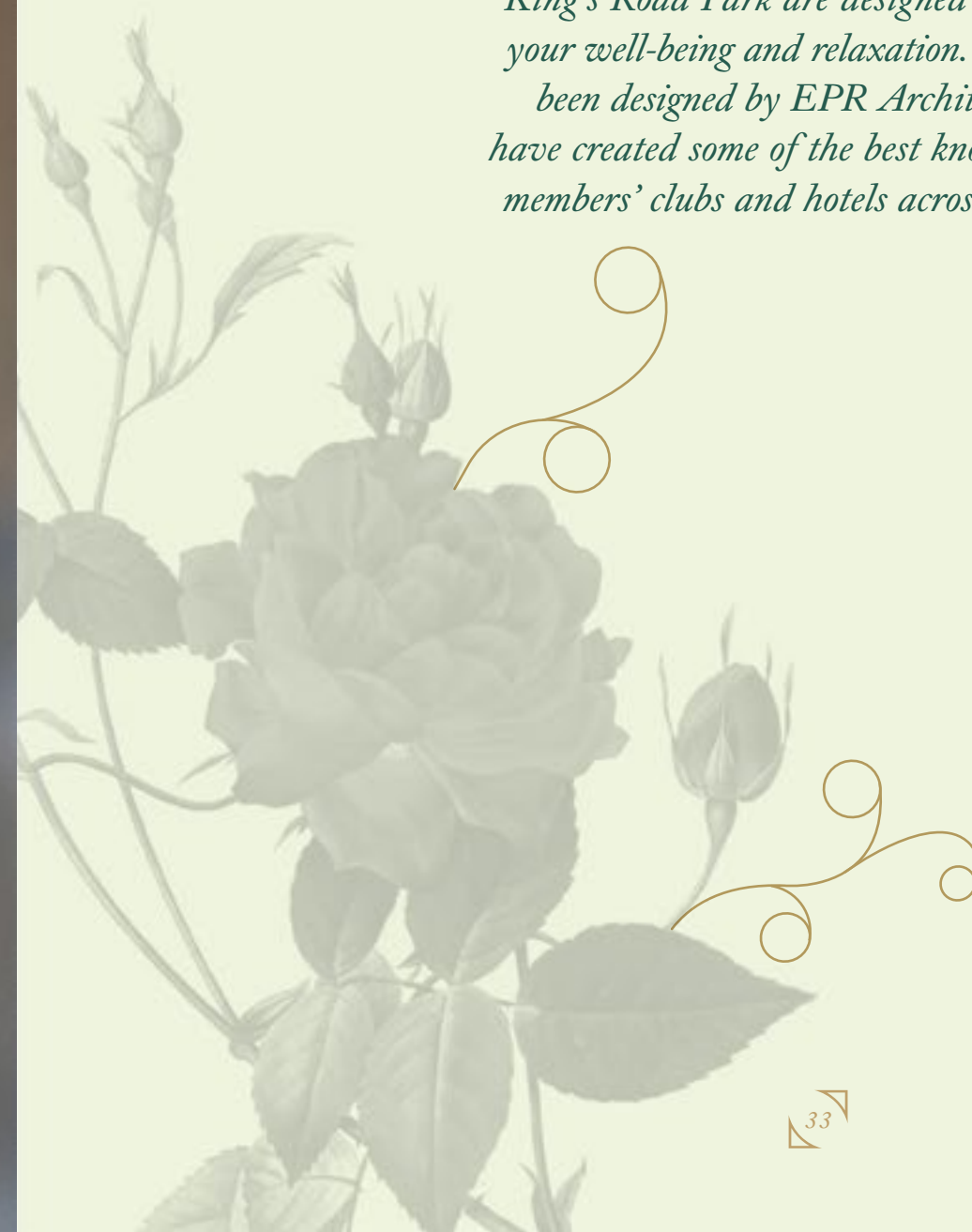




## *Residents* **CLUB**

### **DESIGNED BY EPR ARCHITECTS**

*The 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.*







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



### 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.

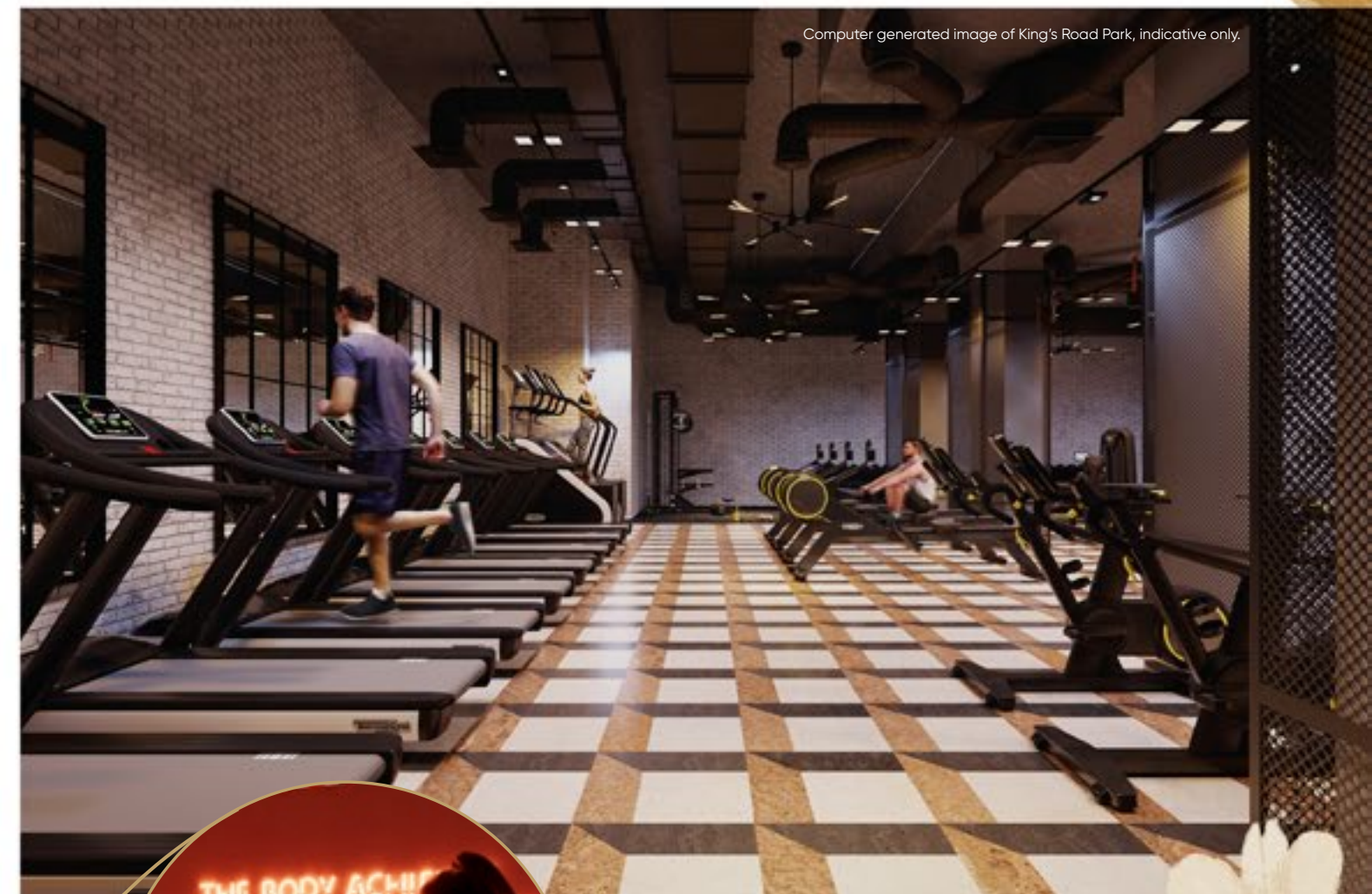
### THE SWIMMING POOL

The 25m swimming pool features a unique skylight that enables natural daylight to flood into the pool area.



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

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



### GYM

Your daily workout has never been easier or more convenient with a gym and fitness studios. Our well-appointed gym is spacious, air-conditioned and equipped with state-of-the-art exercise machines.



Scan to read more about the facilities at The Atrium

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

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KING'S ROAD PARK

## Classic INTERIORS

DESIGNED BY REDDY A+U

*The interiors are designed to create a sense of wellbeing and a connection with nature from the moment you open the door.*



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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 bespoke designed kitchens with full height marble effect porcelain walls that are both tactile and practical. 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.



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





## BATHROOMS

Luxurious bathrooms are finished with natural effect porcelain tiles. Integrated vertically ribbed cabinetry and delicately fluted glass shower screens create an elegant space to unwind.







## Classic SPECIFICATION

### KITCHENS

- Contemporary fitted kitchen with bespoke feature cupboards
- Integrated kitchen sink with contemporary mixer tap
- Full height splashback
- Under and above cabinet lighting
- Integrated Miele appliances including oven, microwave, induction hob, dishwasher, fridge freezer
- Compartmentalised waste storage under sink

### BATHROOMS & ENSUITES

- Fully tiled walls including a feature tiled wall
- Porcelain tile floor finish
- Bespoke Corian wall mounted cabinet with integrated lighting, feature shelving and internal shaver socket
- Contemporary towel rail with heated wall area
- Bespoke white Corian vanity
- Contemporary white wall mounted WC with soft-close seat and push button flush
- Ceiling mounted showerhead and handheld shower with thermostatic controls
- Fluted 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

- Panel/veneered entrance door
- White internal doors with high-quality door furniture throughout

### WARDROBES

- Bespoke fluted glass wardrobes with internal fittings to include high level shelf, hanging rail and lighting to master bedroom. Optional wardrobe to second bedroom at additional charge

### HEATING, COOLING & HOT WATER

- The building is served by the development's central energy centre providing metered hot water, heating and cooling to all apartments
- Mechanical ventilation and heat recovery system to the full apartment
- Comfort cooling provided to living rooms and all bedrooms
- Washer dryer in separate utility cupboard

### OUTDOOR PROVISIONS

- Balustraded balconies and terraces to apartments where applicable

### LIGHTING

- LED downlights throughout
- Dimmable lights to living and master bedrooms
- 5-amp lighting in living room

### AV, DATA & TELEPHONE SYSTEMS

- High speed internet with BT Openreach and alternative fibre provider connection available
- Television point to living room and all bedrooms (Sky Q enabled)
- 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 room
- Spa reception
- Games room
- Informal meeting room
- Virtual games room
- Gym and fitness studios
- Two cinemas
- Residents' lounge with atrium courtyard garden
- Private dining room
- Private meeting rooms
- 24-hour concierge in Valentine House
- Working from home lounge†

### 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 an NHBC warranty

† Subject to planning permission

\*\* 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.

Your attention is drawn to the fact that in rare circumstances it may not be possible to obtain the exact products or materials referred to in the specification. St William reserves the right to alter, amend or update the specification, which may include changes in the colour, material and/or brand specified. In such cases, a similar alternative will be provided. St William 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.





## *The Premium* **INTERIORS**

**DESIGNED BY REDDY A+U**

*The contemporary premium apartments  
offer luxury high-specification interiors.*





## LIVING AREAS

With full-height windows that offer panoramic views, the premium living areas are truly the heart and soul of the home. Natural herringbone flooring adds sophistication to this most elegant of rooms.

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



## KITCHENS

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, porcelain, fluted glass and vertically ribbed cabinetry 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
- Integrated sink with contemporary mixer tap
- Full height stone splashback
- Under and above cabinet lighting
- Integrated Miele branded appliances including: steam combi oven\*, microwave, warming drawer, induction hob, dishwasher, fridge/freezer.
- Compartmentalised waste storage under sink

### BATHROOMS & ENSUITES

- Fully tiled walls including a feature stone wall
- Porcelain tile floor finish
- Bespoke Corian wall mounted cabinet with integrated lighting, feature shelving and internal shaver socket
- Contemporary towel rails with heated wall area
- Bespoke white Corian vanity
- Marble stone top to bath
- Contemporary white wall mounted WC with soft-close seat and push button flush
- Rainfall showerhead and handheld shower with thermostatic controls
- Fluted glazed shower/bath screen

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\* Select suites and one bedroom apartments have combination microwave oven

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*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.

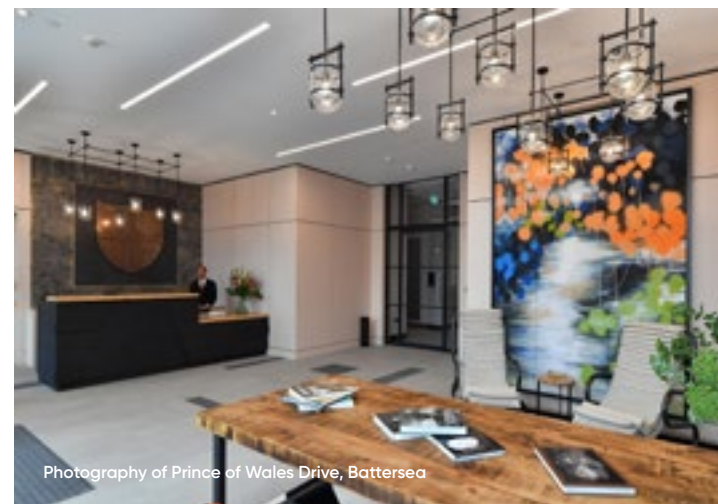
We believe beautiful landscaped open spaces give room to breathe and sit in harmony with our vision for the carefully considered architecture and thoughtfully designed interiors throughout our developments.

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.

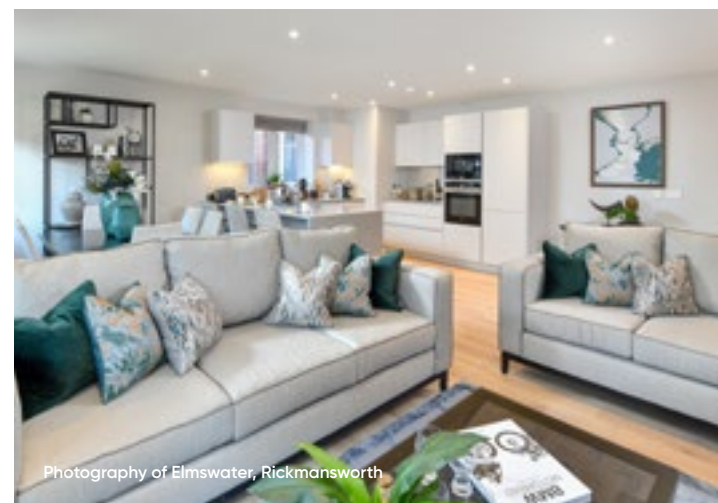
Backed by the strength and expertise of National Grid and the Berkeley Group, St William will regenerate sites at the heart of communities across London and the South of England, creating homes for everyone.



## CURRENT PROJECTS



Photography of Prince of Wales Drive, Battersea



Photography of Elmswater, Rickmansworth

**St William**  
Designed for life

# King's Road Park DESIGNED FOR LIFE

Buying a home is one of the most important decisions you will ever make. The qualities that make St William different mean that you can choose a new home from us with complete confidence. When you buy a home from St William you can be safe in the knowledge that it is built to very high standards of design and quality, has low environmental impact and that you will enjoy an exceptional customer experience.

## CUSTOMER SERVICE IS OUR PRIORITY

We place the highest priority on customer service and will manage the whole moving process for you. Our Customer Care Teams will contact you shortly after you complete to ensure that everything in your new home is absolutely to your liking. Our homes also benefit from a 10-year warranty, the first two years of which are covered by St William.

## GREEN LIVING AND SUSTAINABLE DEVELOPMENT IS TOP OF OUR AGENDA

As a company, we are committed to reducing energy, water and waste on our construction sites, in our offices and in the homes that we build. Almost all of our developments are built on brownfield land and we always take care to protect and enhance biodiversity and natural habitats. Our homes include features to encourage sustainable living such as dual-flush WCs, recycling bins and energy efficient white goods.

## QUALITY IS AT THE HEART OF EVERYTHING WE DO

At St William, quality takes precedence, from choosing the right location and style of home, to the construction processes we practice, the materials we use and the specifications we put into our homes. For extra peace of mind, in addition to the 10-year warranty all new homes receive, St William operates a 2-year policy with dedicated Customer Service Teams on hand 24 hours a day to deal with enquiries quickly and effectively.

## UNPARALLELED CHOICE OF HOMES IN THE MOST SOUGHT AFTER LOCATIONS

As one of the UK's leading house builders, we are able to offer our customers an unrivalled choice of property location, size and type. From city penthouses to country retreats, modern studio apartments to traditional family homes, you will find the perfect home to match your requirements. Our homes are also built in some of Britain's most desirable locations from market towns and rural villages to major towns and cities, and countryside to the coast – we build in the locations you want to live.

## A COMMITMENT TO CREATING SUSTAINABLE COMMUNITIES

St William's homes and developments are not just built for today. They are designed to enhance the neighbourhoods in which they are located permanently. We achieve this through our commitment to excellence in design, sensitive landscaping, sympathetic restoration, and impeccable standards of sustainability. We aim to address the needs not only of our customers but their neighbours and the broader community of which they are a part. It is a long-term view: we want to create exceptional places for people to live, work and relax in, and build communities that will thrive today and for years to come.

## SUSTAINABILITY AT KING'S ROAD PARK

- Energy efficient technologies will reduce the carbon emissions of the development by using PIR lighting in spaces such as cupboards and communal areas to limit waste energy
- Energy Efficient Appliances with A+ rating
- High-efficiency, low-power LED lighting throughout
- Smart energy metres in every apartment and an energy efficient communal heating and hot water system
- Water consumption will be reduced through the specification of dual flush WCs, low water-use taps and showers and the harvesting of rainwater for the irrigation of the communal landscaping
- To increase biodiversity, green and brown roofs will be implemented. The roofs will create a habitat for bees, butterflies and other invertebrates some of which will in turn provide a food source for birds
- Electrical car charging points, cycle storage and hire will be provided to encourage more sustainable modes of transport
- All apartments are fitted with space saving recycling bins in the kitchens to make it easy for residents to recycle their waste



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



Customer  
RELATIONS

We want to ensure you are happy with every aspect of your new home, so we look after our customers at every stage with expert advice, attention to detail and continuous communication. From exchange of contracts, your dedicated St William Customer Service Representative will help with any questions you may have.

HERE IS WHAT YOU CAN EXPECT

- From the day you reserve – until the day you complete – we'll update you regularly on progress
- You will be given your own log-in credentials at reservation to access your personal MyHome Plus online account where you will be able to view the development, property, construction progress and buying process information
- Sustainability is high on any responsible builder's agenda. We promise to fully communicate the environmental features of our developments to all of our customers
- Our Customer Relations Manager will present a selection of designer-conceived colour palettes to help you find the interior finish that most suits your style
- We personally hand over your key on completion day and make sure everything is to your satisfaction
- Upon handover, we'll meet you on site to demonstrate all the functions and facilities of your new apartment
- The 2-year warranty with 24-hour emergency service has a dedicated customer service telephone number and from the 3rd to the 10th year you'll have the added security protection of a 10-year building warranty
- Finally we'll contact you after 7 days, at 4 weeks and 7 months after you move in, to make sure everything continues... perfectly





# King's Road Park

## SUSTAINABILITY

This is how we are ensuring sustainability at King's Road Park.

### PEOPLE, PLANET, PROSPERITY

Sustainability is fundamental to Berkeley's 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 King's Road Park.

### 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, even in the heart of the city. They are all part of our commitment to net biodiversity gain on our developments.

Within and around King's Road Park, we have created natural habitats that encourage wildlife to flourish. We are working with Gillespies to engage residents in the natural landscapes that we have created.

### 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.

### CLEAN AIR

It is hard to avoid polluted air, particularly in our cities. Throughout King's Road Park we have planted trees, shrubs and flower beds to help create a cleaner air environment. Within our homes we provide mechanical ventilation to filter the internal air.

### 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.

### STEWARDSHIP

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

### SUSTAINABLE TRANSPORT

Less than 10 mins walk to both an Underground and Overground station. Multiple bus routes up and down the King's Road.

We also provide secure cycle parks 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.

### 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.





# Our Vision 2030

At Berkeley Group our passion and purpose is to build quality homes, strengthen communities and improve people's lives. We are innovating, pushing boundaries and taking action to ensure we have a long-term, positive impact that is good for our customers, the communities we touch, our business and the world around us.

We transform underused sites into exceptional places and we're also transforming the way we work; embracing technology and raising standards, as we continue to deliver an outstanding customer experience and create high-quality homes that delight our customers.

Our Vision 2030 is our ten year plan which sets out how we will achieve this.



## TRANSFORMING PLACES

Working with local people and partners we create welcoming and connected neighbourhoods where you can be proud to live.



## TRANSFORMING LIFESTYLES

Taking action on climate change and giving you ways to live more sustainably. We're building efficient homes that use less energy over their lifetime, with sustainable travel choices on the doorstep.



## TRANSFORMING NATURE

Creating beautiful places with habitats that help nature to thrive, meaning that every site is left with more nature than when we began.



## TRANSFORMING FUTURES

Helping people to reach their potential through apprenticeships and training, and programmes supported by the Berkeley Foundation.



Please scan this QR code for more information on how we are TRANSFORMING TOMORROW

OUR VISION  
**2030**  
TRANSFORMING TOMORROW

# The Berkeley FOUNDATION

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.

[BERKELEYFOUNDATION.ORG.UK](http://BERKELEYFOUNDATION.ORG.UK)  
[BERKELEYGROUP.CO.UK](http://BERKELEYGROUP.CO.UK)





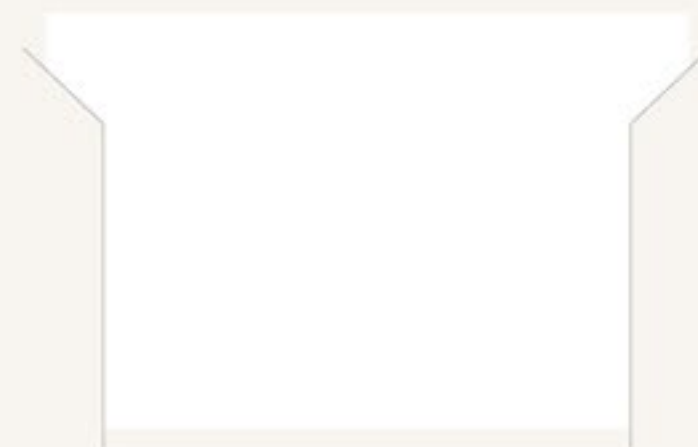


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CREATED BY

**St William**  
Designed for life