



Computer generated image at King's Road Park, indicative only and subject to change.

THE AMENITIES

- 25m swimming pool
- Vitality pool
- Steam room
- Sauna
- Changing rooms
- Treatment room
- Virtual golf simulator and Arcade games room
- Spa reception
- Study room / informal meeting room
- Gymnasium and fitness studios
- Two cinemas
- Residents' lounge with atrium
- Private dining room
- 24-hour concierge
- Working from home spaces



SERVICE CHARGE

Estimated at £5 per sq. ft. per annum

TENURE

999 years from 1st January 2022

BUILDING INSURANCE

- 10-year NHBC Building Warranty
- Berkeley Group two-year Customer Warranty (this covers the first two years of the ten-year policy)

THE DEVELOPER

St William. A proud member of the Berkeley Group, a FTSE 100 company

TERMS OF PAYMENT

1. Reservation fee of £2,500 for sales up to the value of £1 million and £5,000 over £1 million
2. Contracts to exchange within 21 days
3. 10% deposit due on exchange less reservation fee already paid
4. 10% advance payment due 12 months after exchange
5. 80% balance on completion



PARKING

Basement parking will be available to purchase on a right to park basis with selected apartments

COMPLETION

- The Charlton Q1/Q2 2027



LOCATION

Fulham, SW6 (Zone 2)

LOCAL AUTHORITY

London Borough of Hammersmith and Fulham

COUNCIL TAX

Council Tax rates for the financial year 2022/23 are currently estimated at:

Band E £1,500.34 p/a

Band F £1,773.13 p/a

Band G £2,045.92 p/a

Band H £2,455.10 p/a

* For guidance only



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OUR VISION
2030
TRANSFORMING TOMORROW

Berkeley
Group
Proud to be a member of the Berkeley Group of companies

Investor in
Customers
Gold 2022

St William
Designed for life

Please be aware that these details are intended to give a general indication of properties available and should be used as a guide only. The company reserves the right to alter these details at any time. The contents herein shall not form any part of any contract or be a representation including such contract. These properties are offered subject to availability. Applicants are advised to contact the sales office or the appointed agents to ascertain the availability of any particular type of property so as to avoid a fruitless journey. The property areas are provided as gross internal areas under the RICS measuring practice 4th edition recommendation. Computer generated images of King's Road Park are indicative only. Maps are for illustration purposes only and not to scale. Travel times taken from Google.co.uk/maps, ft.gov.uk and nationalrail.co.uk. Prices and details correct at time of going to press. King's Road Park was granted planning permission in February 2019 by the Borough of Hammersmith and Fulham. The planning application number is (2018/02100/COMB).



**KING'S
ROAD
PARK**

LONDON SW6



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A ONCE IN A LIFETIME OPPORTUNITY...

Just moments from the King's Road in central London, Kings Road Park, offers a stylish collection of suites, 1, 2, 3 and 4 bedroom apartments and penthouses.

Located within six acres of landscaping including a public park, central square and private residents' gardens.



Computer generated image of Swimming Pool, indicative only and subject to change.

The Atrium is a bespoke members club for the residents of King's Road Park spanning 25,000 sq ft including health and wellbeing, recreational and workspace facilities. Designed by EPR Architects, who have created some of the best known private members' clubs and hotels across the globe.

The Charlton is positioned at the top of the park and many apartments offer majestic London skyline views, or uninterrupted views over the landscaping and listed buildings.

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KING'S ROAD PARK
LONDON SW6

THE DEVELOPMENT

- Masterplan designed by APT
- Residents' facilities designed by EPR Architects
- The Charlton architecture and interiors Reddy A+U
- Set within six acres of beautiful landscaping including a public park, square and residents' garden, designed by landscape architects Gillespies
- The restoration of the two listed buildings are set within a new public square alongside the world's oldest standing gasholder
- 100,000 sq. ft. of commercial space to provide extensive restaurants and retail for the new community
- Prime opportunity to live in one of London's most sought-after neighbourhoods. King's Road Park is part of the South Fulham Riverside Regeneration Area and will provide over 1,800 homes
- Just moments from the King's Road, offering the best of London's culture, entertainment, designer shopping and famous restaurants
- Located in Zone 2 with Fulham Broadway (Underground) and Imperial Wharf (Overground) stations, both less than 10 minutes walk away
- Outstanding schools within walking distance and easy access to world-renowned universities



APARTMENT MIX*

Phase Three				
Bed Type	Size Range (sq. ft.)	Starting Prices (£)	Rental Range (£/w)	Rental Yield (%)
Suite	502-536	£765,000	£525-£575	3.57 - 3.91
1 Bed	673-716	£950,000	£700-£765	3.83 - 4.19
2 Bed	699-873	£1,300,000	£775-£960	3.10 - 3.84
3 Bed	1015-1470	£1,977,500	£1050-£1650	2.76 - 4.34
3 Bed + Study	2262	£4,995,000	£2400-£2450	2.50 - 2.55

5 YEAR GROWTH FORECAST†

Capital Growth %	2023	2024	2025	2026	2027	5 Year Total
JLL (Prime Central London)	2.5%	3.0%	3.5%	4.0%	5.0%	18.0%

CASH FLOW FORECAST*

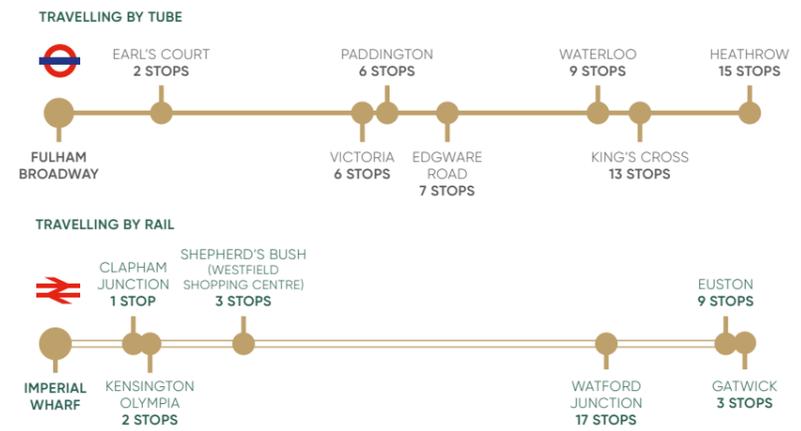
"Apartment Cash Flow (Typical Property Price £1,055,000 for a 1 bedroom apartment)"	2023	2024	2025	2026	2027	Total
10% Deposit	£105,500					£105,500
10% Deposit		£105,500				£105,500
80% Completion Amount					£844,000	£844,000
Your Investment	£105,500	£211,000	£211,000	£211,000	£1,055,000	£1,055,000
Cumulative Capital Appreciation †	£2,638	£11,605	£30,595	£58,025	£247,925	£247,925
Your Equity	£108,138	£222,605	£241,595	£269,025	£1,302,925	£1,302,925
Equity Appreciation ††	2.5%	5.5%	9.0%	13.0%	18.0%	

* Prices and Forecasts were correct at the time of publishing (November 2022).
 † Based on JLL Forecast for Capital Growth.
 †† These figures are compounded.

THE LOCATION

- Situated just 60 metres from the King's Road
- Close to the River Thames
- Perfectly located in Zone 2
- Walking distance from both an Underground and Overground station
- Close to some of the very best amenities London has to offer

CONNECTIVITY



King's Road Park is close to three major transport hubs which afford residents easy access to London and the rest of the UK. With access to the river, residents can also enjoy the River Bus service along the beautiful Thames.

- Nearest Overground rail station is Imperial Wharf, approximately 1 kilometre away
- Nearest Underground station is Fulham Broadway, less than 1 kilometre away



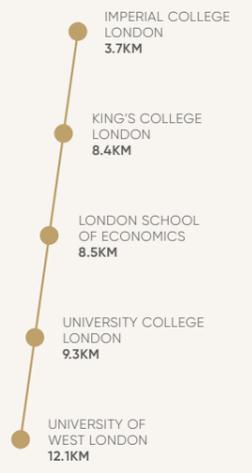
Computer generated image of Atrium, indicative only and subject to change.



Computer generated image of dining room, indicative only and subject to change.

EDUCATION

London has a global reputation for educational excellence. Many of its distinguished universities are within 12 kilometres of King's Road Park.



REASONS TO BUY

- Different apartment types in Phase 3
- All homes come with a balcony or terrace
- Many with exceptional views over the City or park
- All residents' facilities will be complete and accessible
- Existing community to be a part of, as first completions in 2022



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