

WHITE
CITY
LIVING

White City Living Guide

£13bn

Part of a £13bn
regeneration zone

Delivering thousands of
new homes, jobs, and
world-class innovation hubs.

Westfield

Westfield
London

Home to over 300 stores,
over 60 restaurants and
bars and 20 state-of-the-
art cinema screens.



Zone 1 connectivity
at Zone 2 prices

Three Tube lines at the
doorstep offering prime
central access.

39,000 sq ft

Exceptional
resident amenities

Plus 8 acres of
landscaped gardens
including a 5 acre park.

Analysis by

 PriceHubble | dataloft

Berkeley
Designed for life

A prime investment in Zone 2

White City Living presents a compelling investment opportunity in one of London's most dynamic regeneration zones, combining scale, location, and lifestyle

Over 2,500 high-quality, design-led 1, 2, 3 & 4 bedroom homes are set within eight acres of landscaped parks and gardens. There is exceptional connectivity, with two Zone 2 Underground stations supporting strong rental demand and capital growth. An exclusive residents' club offers more than 39,000 sq ft of premium amenities across wellness, leisure, social, and work spaces, creating a high-specification, lifestyle-driven living experience in a prime London location.



Computer generated image is indicative only and subject to change.



Bright new neighbourhood

At the heart of West London, a new and growing community in an £13 billion opportunity area.



Travel and connectivity

Excellent transport connections to central London, Heathrow and beyond.



Europe's largest shopping destination

The largest retail and leisure centre in Europe linked with the development.



Outstanding landscape design

8 acres of gardens, water features and landscaping.



Higher Education excellence

Close to multiple high performing schools and university's with strong student rental demand. International students pay 34% higher rents.

10 reasons to invest at White City Living



London's ultimate Club Living experience

Over 39,000 sq ft of world-class residents facilities.



Major creative employers

Media and culture on the doorstep at Television Centre including the BBC and ITV headquarters.



Strong rental market

Rents in the area have grown 42% over the last 5 years helped by Imperial College, White City Place and global tenants.



A new commercial district

Approximately 2.2 million square feet of new office space at White City, creating 20,000 new jobs. 3 million jobs within a 45-minute commute, of which 43% are in high-value sectors.



A hub for innovation and technology

Imperial College is creating a 23 acre research campus which will host thousands of students, academics and researchers alongside established businesses and leading start-ups.

West London's most exciting new district



On the right lines

At the entrance to White City Living are two Underground stations with access to three key Tube lines.

A short walk takes you to Shepherd's Bush station giving you access to the Overground. The excellent transport connections mean the West End is less than 15 minutes away.

- KEY
- Piccadilly
 - Central
 - Circle
 - District
 - Hammersmith & City
 - Elizabeth
 - Overground
 - National Rail
 - Heathrow Express
 - Eurostar
 - Elizabeth line



72%
of renters

Ranked commuting time to work in the top 4 most important things when choosing a neighbourhood to live in.

Source: PriceHubble, Property Academy 2024



Central line

Notting Hill Gate
05 mins
Bond Street
12 mins
Bank
21 mins



Hammersmith & City line

Hammersmith
04 mins
King's Cross
19 mins
Liverpool Street
27 mins



Circle line

Paddington
07 mins
Euston Square
17 mins
Farringdon
22 mins



Overground & National Rail

Kensington (Olympia)
02 mins
West Brompton
05 mins
Clapham Junction
12 mins



White City Living's prime location ensures access to top-quality schooling for all ages.



10

'Outstanding' or 'Good' rated primary schools

Within a 15-minute walk of White City Living.

Source: Ofsted 2022/3



7

'Good' or 'Outstanding' rated secondary schools

Within a 30-minute walk of White City Living.

Source: Ofsted 2022/3



40

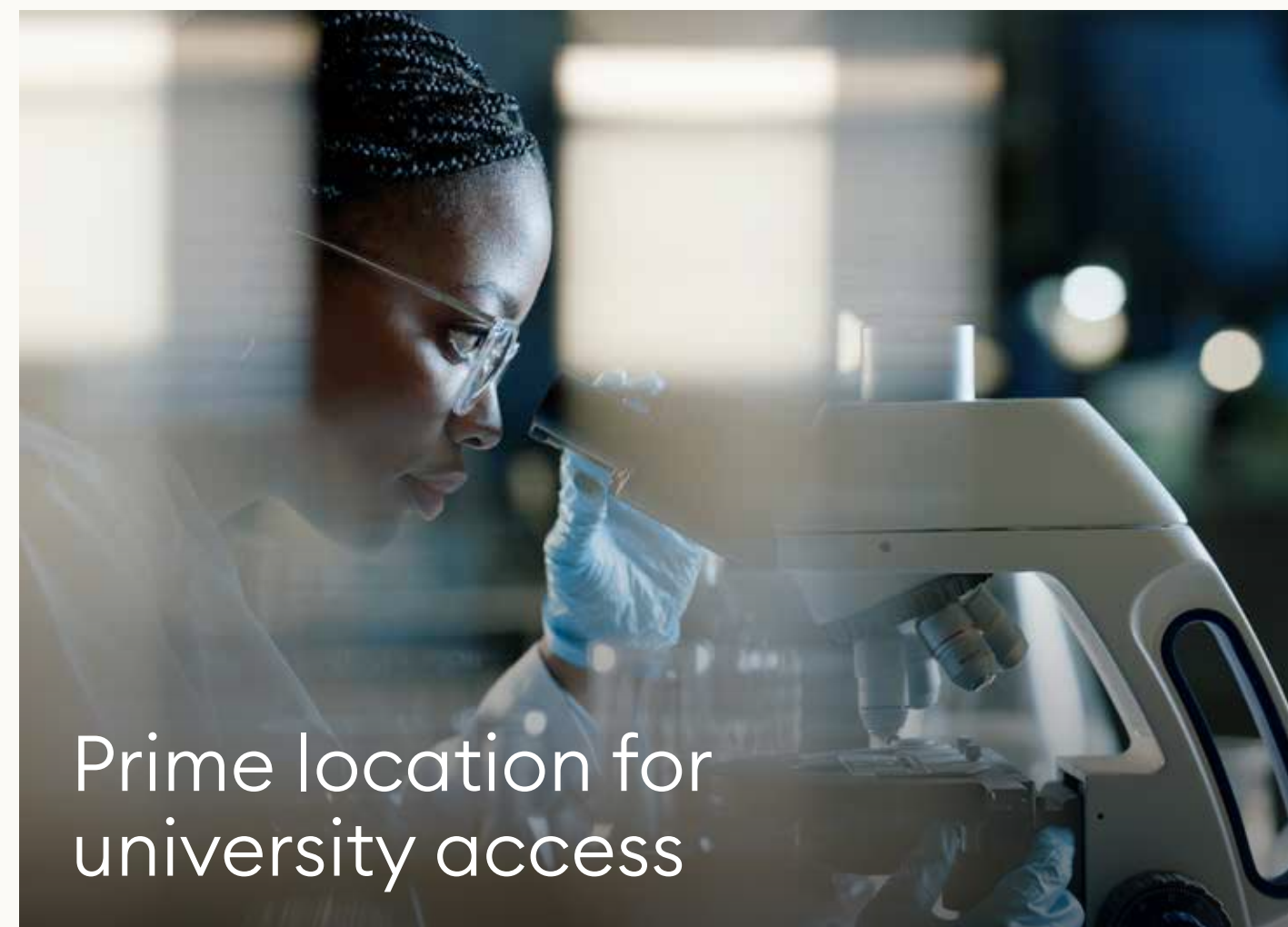
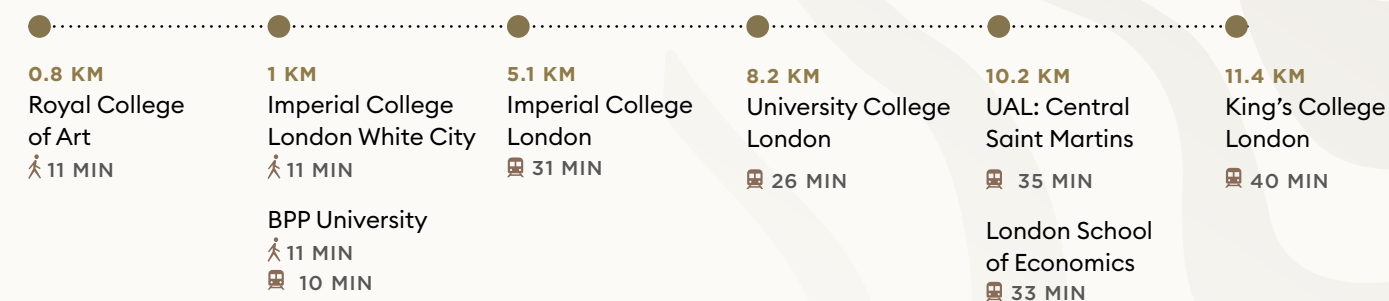
Independent Schools

Within a 45-minute walk of White City Living.

Source: ISI, Ofsted 2022/3

27 universities reachable within 45 minutes by public transport and 5 are within walking distance*

*Less than 3 miles.



Prime location for university access

Imperial College London

Imperial College London

Ranked global #9 in the Times Higher Education World University Rankings 2025, recognised for excellence in research, innovation, and teaching.



Royal College of Music

Ranked global #1 for Performing Arts in the QS World University Rankings by Subject 2025.



Royal College of Art

Ranked global #1 for Art & Design in the QS World University Rankings by Subject 2025.



University College London

Ranked global #1 for Education and Architecture & Built Environment in the QS World University Rankings by Subject 2025



315,070

Students (119,370 (38%) international) within a 45 minute commute of White City Living

Source: PriceHubble, HESA 2022/23, TfL



4

Out of the global top 50 universities within a 45-minute commute of White City Living

- Imperial College London 9th
- University College London 22nd
- King's College London 36th
- London School of Economics and Political Science 50th

Source: Times Higher Education World University Guide 2025



Westfield London

27-28 million annual footfall

Making it the UK's number one ranked shopping centre by footfall according to CACI.

Source: CACI



Shepherd's Bush Market

A historic street market established in 1914, offering fresh produce, global street food, fabrics, and everyday essentials with a strong local character.



KERB White City

A weekly street food market hosted at White City Place, bringing together rotating vendors serving bold, diverse cuisines.

West London's brightest new neighbourhood

In vibrant West London, this high-growth neighbourhood sits moments from Notting Hill, Holland Park, and Kensington, areas known for strong, enduring demand.

Anchored by the character of Shepherd's Bush Market and the scale of Westfield London, Europe's largest shopping centre, the location blends established footfall with ongoing regeneration. A mix of green spaces, independent retail, and vibrant food and leisure offerings enhances tenant appeal, positioning it as one of West London's most promising growth areas.



Global Innovation Hub on your doorstep

White City hosts the White City Innovation District, anchored by Imperial College London's west campus. This dynamic hub unites academic research, tech start-ups, and global corporations, forming one of the UK's most prominent innovation ecosystems.

- £6 billion invested since 2017
- Over 13,000 jobs
- Home to 200+ organisations across biotech, climate tech, media, and creative industries

Sources: White City Innovation District, Imperial College London, The Times

Exceptional access to employment opportunities

White City is home to major creative employers such as BBC Studios at Wood Lane, a global leader in broadcasting.

Westfield London, has 2.6 million ft² of retail space and created over 7,000 jobs after its 2018 expansion.

Gov.uk 2018, Westfield Social Value Report 2023



3 million
jobs within a 45-minute commute of White City Living

Source: BRES 2023, commute by public transport



43%
of all jobs within 45 min are scientific, professional, financial & tech sectors

Source: BRES 2022, commute by public transport

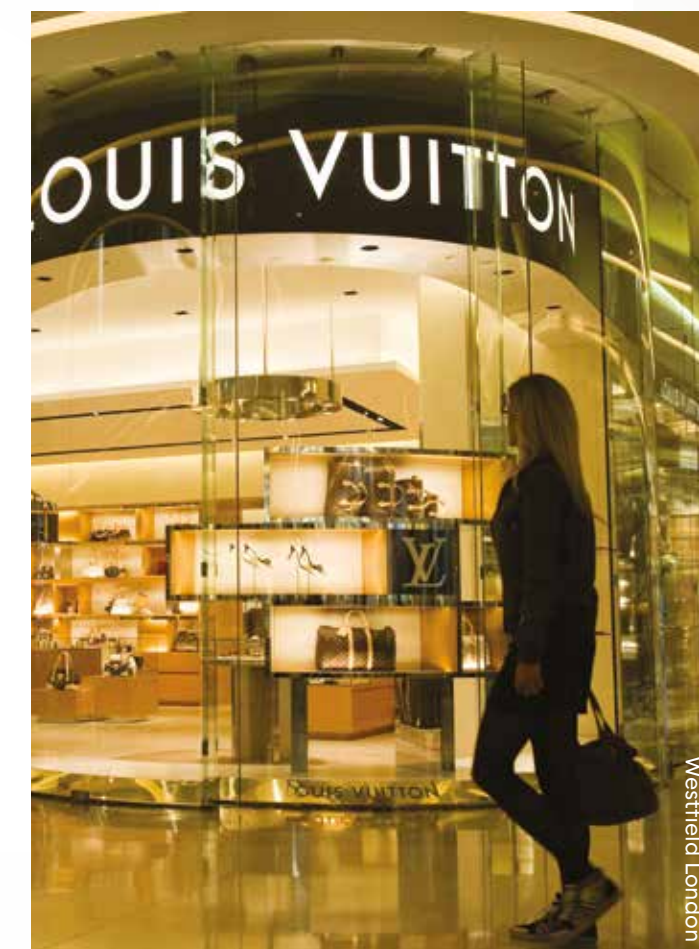


40%
of renters in the local area are in professional, scientific and technical employment sectors 34% London average

Source: PriceHubble

BBC Autolus L'ORÉAL®

itv Westfield NOBARTIS



Westfield London

White City Living



Television studios

Regeneration in White City

22% forecast population growth 2025-2040

Within a 30-minute walk of White City Living

Source: Greater London Authority, 2021 Identified Capacity Ward Based

Imperial College London

A £3 billion, 23-acre campus driving research and innovation across multiple disciplines and reinforcing White City's global role in science and technology.

BBC Studios

A mixed-use creative hub, blending cultural heritage with modern commercial space for media, arts, and creative industries.

White City Place

A 17-acre site providing advanced facilities for global brands including ITV, YOOX Net-A-Porter, and Huckleberry, alongside retail and a new Royal College of Art campus.

Opportunity area

An area with potential for 7,000 new homes and 2,000 new jobs by 2041. The OA was designated 2004 and is part of the Heathrow/Elizabeth Line West Growth Corridor.

Source: The London Plan. Opportunity Areas or OAs are London's key locations that have potential for large scale development, providing substantial new jobs and homes.

£13 billion

Part of the £13 billion White City regeneration

Source: PriceHubble

4.4

Percentage point annual outperformance of London City Island*

5.2

Percentage point annual outperformance of Tottenham**

2.6%

Outperformance of Woolwich Arsenal†



Computer generated image is indicative only and subject to change.

*Source: PriceHubble, Land Registry, London City Island (E14 0, E14 6) using the best 10-year period of £sqft apartment price growth (time period used is 2009-2019). Compared to average annual wider borough apartment price growth.

**Source: PriceHubble, Land Registry, Tottenham (N15 4, N15 5, N17 9) using the best 10-year period of £sqft apartment price growth (time period used is 2011-2021).. †Source: PriceHubble, Land Registry, Woolwich Arsenal (SE18 5, se18 5) using the best 10-year period of £sqft apartment price growth (time period used is 2008-2018).

White City Living has transformed an 11 acre brownfield site.

Green space

Extensive landscaped parkland, including trees, planting, water features, and gardens, underpins a clear commitment to delivering measurable net biodiversity gain. Designed in collaboration with specialist landscape architects, the scheme integrates high-quality green infrastructure and significant tree planting to enhance environmental performance and long-term asset value. Green roofs further support urban ecology, promoting local wildlife and strengthening sustainability credentials.



 **4,000**
Over 4,000 cycle spaces
Source: Berkeleygroup.co.uk

 **+40**
different species of plants
Source: Berkeleygroup.co.uk

 **20**
public parks or gardens within a 30-minute walk of White City Living
Total size 324 acres
Source: Ordnance Survey 2024

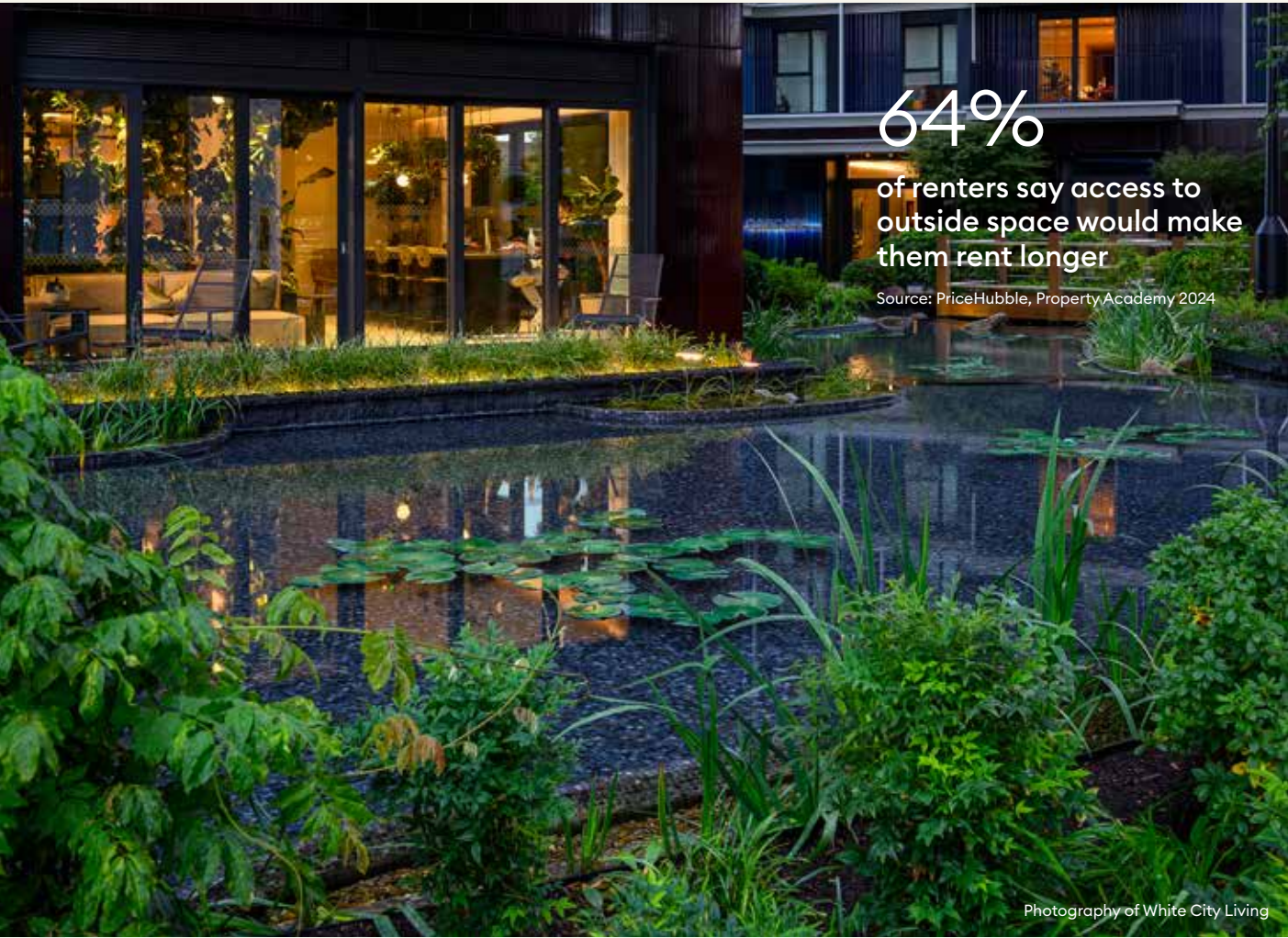


 **8 acres**
of landscaped outside space including parks, gardens and water gardens

 **400**
trees hand picked by the Berkeley team

 **+86%**
biodiversity new gain (in Phase One)
Source: Berkeleygroup.co.uk

People living within 300 metres of a green space have a statistically significant wellbeing boost.
Source: Houlton, 2019 , University of Warwick



64%
of renters say access to outside space would make them rent longer
Source: PriceHubble, PropertyAcademy 2024

Photography of White City Living

Live bright White City Living

White City Living is more than a place to live, it's a destination. Over 2,500 new homes sit within landscaped gardens, tranquil water features and a five-acre park, centred around more than 39,000 sq ft of exceptional residents' facilities.

- Suites, 1, 2, 3 and 4 bedroom homes
- Intelligent space planning design
- High-spec interiors
- Dual-aspect layouts
- Expansive windows
- Private balconies
- Move-in-ready options
- Curated furniture packs



Photography of the Showhomes at White City Living

WHITE
CITY
LIVING

29%

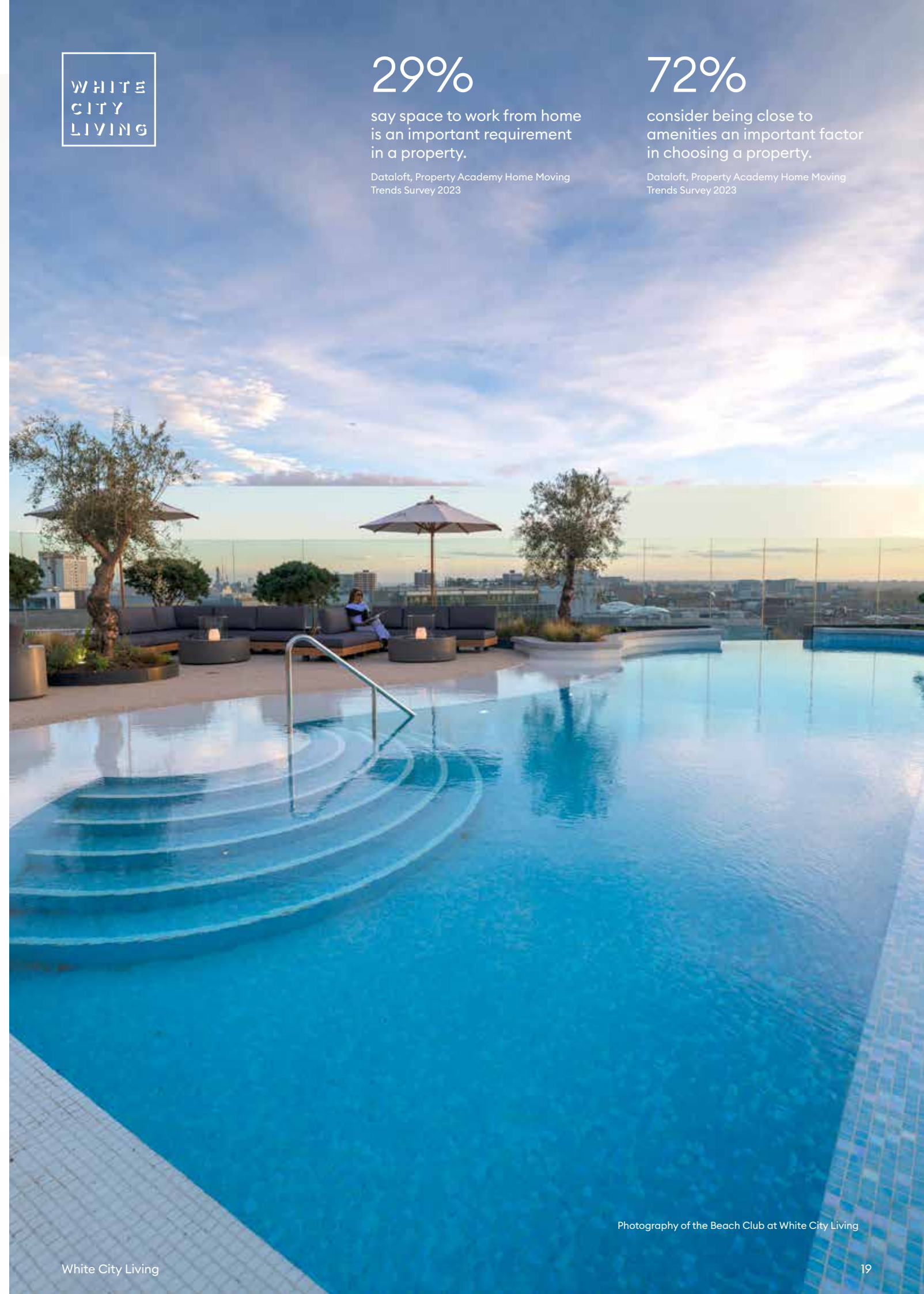
say space to work from home is an important requirement in a property.

Dataloft, Property Academy Home Moving Trends Survey 2023

72%

consider being close to amenities an important factor in choosing a property.

Dataloft, Property Academy Home Moving Trends Survey 2023



Photography of the Beach Club at White City Living

Welcome to Club Living

London's ultimate lifestyle experience, a club of more than 30 facilities set within 8 acres of landscaping.

The facilities at White City Living create an extraordinary lifestyle club that you can also call home. Featuring a sophisticated selection of well thought and flawlessly finished amenities, that elevate London living to a whole new level.



Photography of the Beach Club at White City Living



Photography of the Gym at White City Living



Rental growth

Strong rental growth

A rental growth forecast for the London market as a whole, means that returns at White City Living are expected to continue to be strong. A large proportion of residents work in Central London with high average salaries.

Local area rents	Studio apartment	1 bed apartment	2 bed apartment	3+ bed apartment
Top 25% of lets	£2,133	£2,962	£3,721	£4,521
Top 10% of lets	£2,200	£3,215	£4,021	£5,683

Source: PriceHubble, Land Registry, comparing average apartment achieved price per Source: PriceHubble, average rents over 12 months to end July of top 25% and 10% of lets

42%

£/sqft rental growth in the local area in last 5 years.

31%

rental growth in Greater London.

Source: PriceHubble

16.7%

forecast rental growth in London 2025-2029.

Source: Consensus across agents, forecasts were latest published at time of report

40%

of renters are in professional, scientific and technical employment sectors (34% London average).

51%

of renters work within 5 miles.

Source: PriceHubble

60%

of local renters work in TfL Zone 1, earning high average salaries.

Source: PriceHubble, renters in W12, last 12 months, salaries £10k-£500k. 24%

24%

of renters in the local area are students (10% Greater London).

Source: PriceHubble, local area is W12 7



Photography of the Showhome at White City Living

More for your money

White City Living is exceptional value for quality, minutes from iconic neighbourhoods.

Average sales prices of apartments, in the last 12 months

Comparing against sales of a similar quality: top 25%	£sqft top 25% flat sales
White City Living*	£1,425
Holland Park	£2,142
Notting Hill	£1,769
Prime Central London	£1,777

*average apartment achieved prices 2025 Source: PriceHubble, Land Registry, comparing average apartment achieved price per square foot in 2025 at White City Living to the average £psf of the top 25% of sales (by value) in the last 12 months in neighbouring locations

White City Living discount compared to neighbouring areas

£ — 33%
Holland Park

£ — 19%
Notting Hill

Source: PriceHubble, Land Registry, comparing average apartment achieved price per square foot in 2025 at White City Living to the average £psf of the top 25% of sales (by value) in the last 12 months in neighbouring locations



Photography of White City Living

What you need & love

White City Living offers a variety of amenities, from shops and cafés to a nursery and residents’ clubs.

With more retail opportunities to come, this is an exciting and bright new place to live.



01 Eat My Pizza

Crisp pizzas and classic Italian favourites in a modern, relaxed, family-friendly setting.



02 Fency Beef Noodles

Serving fresh, comforting bowls of rich-broth fen in a cosy, modern setting.



03 Cucina Habesha

Bold, authentic Ethiopian flavours with vibrant dishes rooted in tradition and shared dining.



04 Scooperb

An aspirational dessert brand, artfully and creatively crafted, inspired by the vibrant flavours, fragrant spices, of South Asia.



05 Bergamot Cafe

A family-run, Persian-inspired boutique cafe serving an array of tasty and elegant dishes.



06 XYZ Beauty Lab

Sleek, modern beauty studio delivering expert treatments and tailored services in a calm, polished setting.



08 Capillus Barbers

Modern neighbourhood barbershop offering precision cuts, clean fades and a relaxed, friendly atmosphere.



10 Sainsbury's Local

On the doorstep is your local supermarket, great for all your essentials and day-to-day items.



11 Benham & Reeves

Benham and Reeves can help with all your property needs, from buying and selling to renting and letting.



12 Treestone Korean Restaurant

Enjoy handpicked top-quality meat grilled at your table, in a lively, authentic setting.



13 Urban Baristas

Serving up that taste of Australian beach culture in a cup, coffee is at the heart of everything they do.



14 Kinderzimmer Nursery

Focused on creativity, confidence and nurturing little minds through play-based learning.



15 London Brain Academy

Immersive courses that blend fun, interactive learning with real-life, combining classroom work with London excursions.



16 Tian Tian Asian Market

London's premier destination for authentic Asian food, drinks, and lifestyle finds.



17 DanDan Sichuan Cuisine

Handmade noodles, Japanese Sake and a great ambiance, DanDan Noodle is a perfect lunch or dinner spot.



07 Mattcup Coffee Roastery

A small-batch, craft-focused roastery serving expertly brewed coffee with a local, independent spirit.



09 Pilates by Ang

Boutique reformer studio delivering highly personalised, supportive Pilates sessions designed to inspire at every level.

Essential information

Completion

Westmont Club Residences: Completed

The Solaris One: Completed
The Solaris Two: December 2026 - April 2027

Cascades One: Completed
Cascades Two: Completed
Cascades Three: Q3 - Q4 2027
Cascades Four: Q4 2027 - Q1 2028

Service Charge

Estimated £6.99 psf per annum.

The service charge covers the cost of the concierge, staffing, security, maintenance of systems, lifts, communal spaces, resident amenities, CCTV, internal communal and external repairs, window cleaning, communal water and electricity, cleaning and landscaping of communal areas, building insurance, reserve fund and professional fees

Car park space estimated £883.15 per annum

Reservation fee

- £500k - £1.5m: £5,000
- £1.5m - £3m: £10,000
- £3m+ (or bespoke): £15,000

Payment terms

Exchange of contracts 28 days from reservation

If completion estimated within 12 months:

- 15% of purchase price (less reservation fee) on exchange of contracts
- 85% balance on legal completion

If more than 12 months to estimated legal completion:

- 10% of purchase price (less reservation fee) on exchange of contracts
- 10% stage payment 12 months from exchange
- 80% balance on legal completion

Required documents

- Signed reservation agreement
- Original current passport or identity card for each buyer
- Current utility bill (not mobile phone) and bank statement showing each buyers name and home address to be dated within the last 3 months

Your solicitor will require written evidence of the source of your deposit monies accumulating in your account.

Each buyers occupation to be confirmed.

Original or certified copies required for all buyers. Information provided must match the details given on the reservation agreement.

Local Authority

London Borough of Hammersmith & Fulham.

Council Tax

Your council tax is based on the valuation band of your property. Each property is valued and placed in one of eight council tax bands by the Valuation Office Agency, part of HMRC.

Band	Council Tax payable 2026-27
H	£3,039.02

Stamp Duty

Rates for a single property.

You pay SDLT at these rates if, after buying the property, it is the only residential property you own. You usually pay 5% on top of these rates if you own another residential property.

If you're not present in the UK for at least 183 days (6 months) during the 12 months before your purchase you are 'not a UK resident' for the purposes of SDLT.

You'll usually pay a 2% surcharge if you're buying a residential property in England.

Tenure

999-year lease from 1st January 2019.



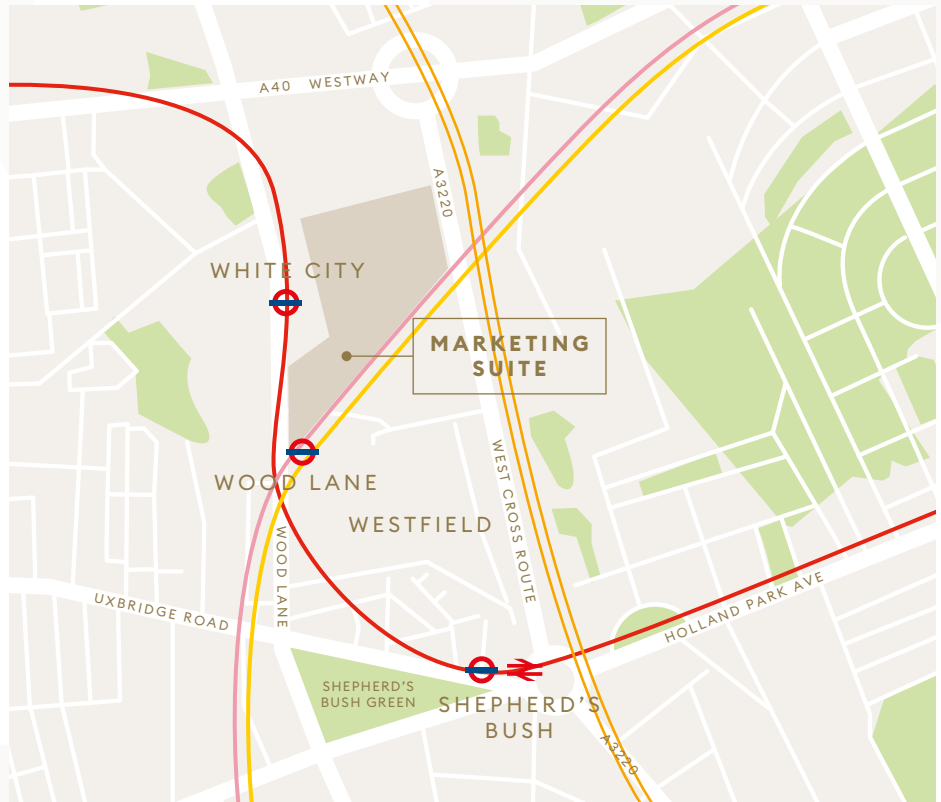
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Scan for more
information



Map for illustration purposes only, not to scale.

The UK's most rigorous source of residential property market insight

Our experienced team of analysts, data scientists and real estate economists work with our tech team to find solutions that support your investment decisions and marketing strategies.



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