



**PRINCE OF
WALES DRIVE**
BATTERSEA · LONDON SW11

CREATED BY
St William
Designed for life



A ROYAL ADDRESS
 ALONGSIDE THE PARK,
 NEAR A GLITTERING
 BRIDGE, A NEW LANDMARK,
 A CAMPANILE SET AMONG
 SYMMETRIES
 OF BRICKWORK,
 TERRACES ABOVE THE
TREES,
 PRINCELY PAVILIONS,
 GARDENS OF **FLOWERS,**
 THE BEAUTIFUL LIFE THAT
BATTERSEA POWERS.

PRINCE OF WALES DRIVE

BATTERSEA LONDON SW11

Perfectly located in Zone 1 with all that Battersea old and new has to offer, including one of London's finest parks, Battersea Park on the doorstep. Prince of Wales Drive also provides access to both underground and overground stations less than 5 minutes' walk away and the new Northern Line extension, due to open in 2020, will cut journey times to the City and West End to just under 15 minutes*.

With easy access to the river and Chelsea, via Chelsea Bridge, Prince of Wales Drive is ideally placed to enjoy all that London has to offer.

Prince of Wales Drive is a considered collection of 1, 2 and 3 bedroom homes within 11 distinctive pavilions together with cafés, shops and a crèche. The stunning residents' facilities include a pool, sauna, steam room, eighth floor residents' roof terrace, concierge and secure residents' basement parking.**

All set within 2.5 acres of open space.

Designed by leading architects Squire & Partners, the sophisticated, spacious apartments are inspired by the historic mansion blocks that surround Battersea Park.

Landscape architects, Gillespies have designed a tranquil landscape that will be beautiful by day and stunning by night.

World-renowned interior designers The Gallery HBA, have been influenced by the industrial heritage of the area and the park, combining these to create distinctive and striking interiors.

The St William vision for Prince of Wales Drive is to create a distinguished, considered scheme that places the landscape as the focal point - all backed by the Berkeley Group and its commitment to quality and customer service.

CREATED BY ST WILLIAM

* All times are based on travelling at 7.30am on a weekday. Sources: tfl.gov.uk and Google maps.
 ** Available to purchase on a 'right to park' basis as both unallocated and allocated terms, subject to certain criteria.

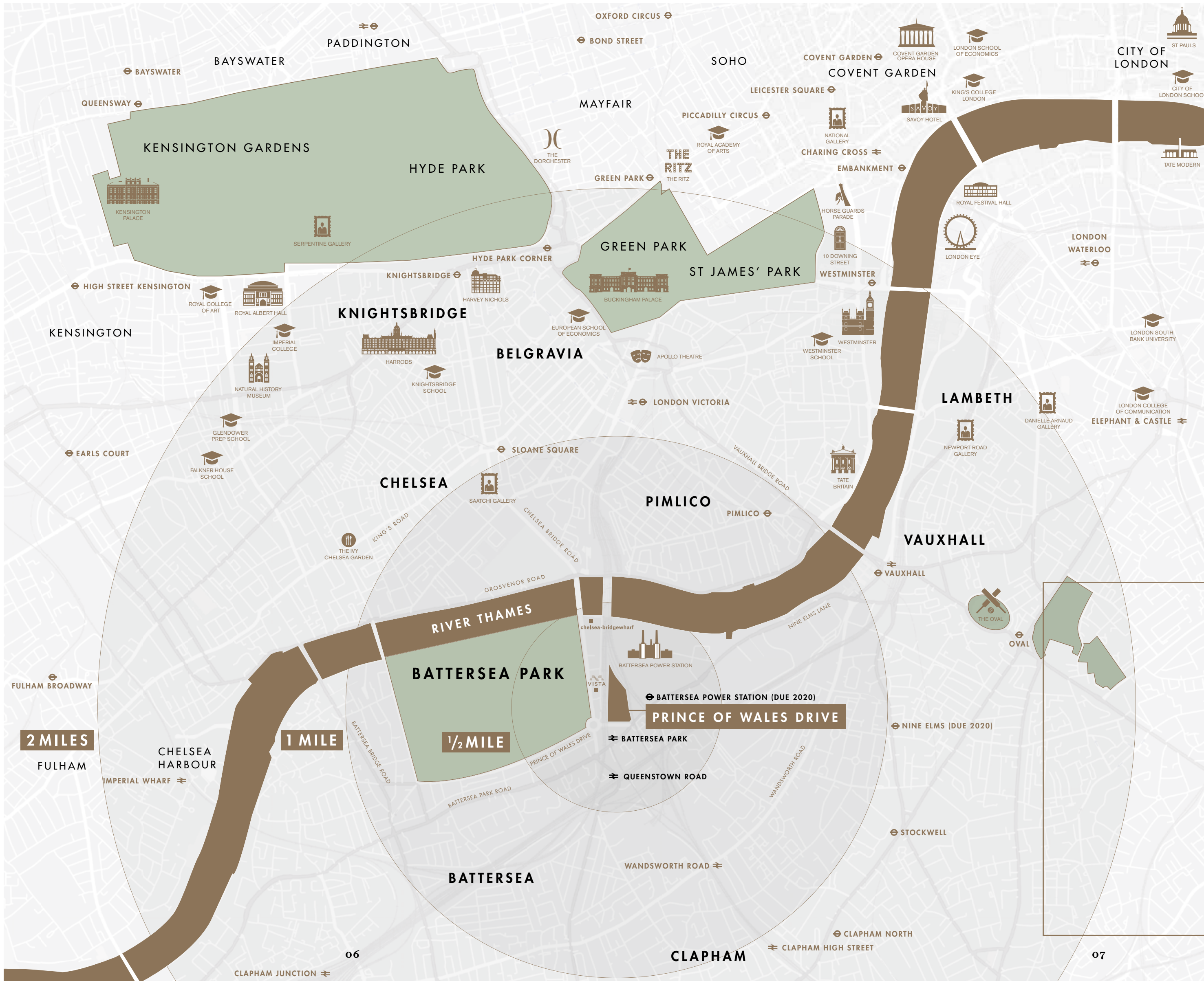
WELCOME TO PRINCE
OF WALES DRIVE



SET WITHIN A PRIME ZONE 1 LOCATION, PRINCE OF WALES DRIVE OFFERS EASY ACCESS TO BATTERSEA PARK, CHELSEA, THE RIVER THAMES AND THE CITY BEYOND.



Battersea Power Station tube location is indicative only and correct at time of print. Computer enhanced image, indicative only.



PERFECTLY PLACED

Less than 180 metres away from the iconic 200 acre Battersea Park, a few minutes' walk to Chelsea Bridge and just over a mile from fashionable Sloane Square. Prince of Wales Drive is within easy reach of all that London has to offer.

Map is not to scale. All distances are indicative only. Sources: Google maps.

CAPITAL CONNECTED

Prince of Wales Drive is perfectly positioned for both overground via Battersea Park Station, and underground via Battersea Power Station, within five minutes walk.

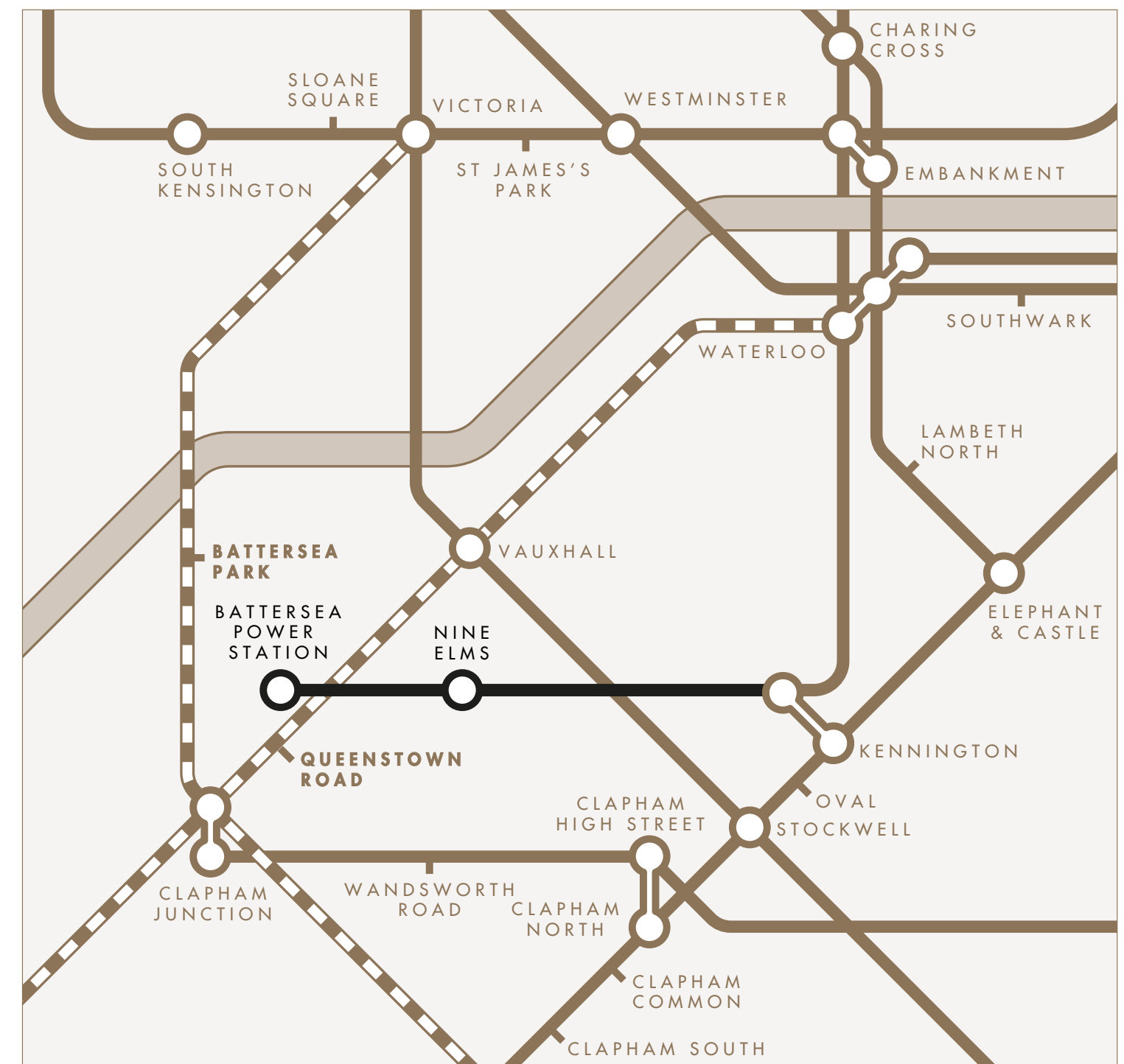
Benefiting from the new Northern Line extension, the underground station will provide access to the City and West End in just under 10 minutes, making Prince of Wales Drive an ideal base for living in London.



A SHORT WALK TO OVERGROUND AND UNDERGROUND STATIONS

 BATTERSEA POWER STATION 5 MINUTE WALK TO NEW NORTHERN LINE EXTENSION (DUE 2020)	 BATTERSEA PARK 5 MINUTE WALK — 0.3 MILES	 QUEENSTOWN ROAD BATTERSEA 6 MINUTE WALK — 0.4 MILES
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THE LONDON UNDERGROUND - CONNECTING THE CAPITAL



TRAVEL - DISTANCE, TIMES AND WHERE YOU CAN GO

Overground	Underground (Northern Line due 2020)	Eurostar	Airports
Battersea Park Station - 0.3 miles - 5 minute walk - Train to Victoria is approx. 7 minutes	Battersea Power Station - 0.1 miles - 5 minute walk - Tube to Leicester Square will be approx. 15 minutes	St Pancras International - 5.1 miles - 25 minutes - Train to Victoria and then to King's Cross	Heathrow - 16.1 miles - Approx. 50 minute drive - Tube to Paddington and then 34 minutes on Heathrow Connect
Queenstown Road - 0.4 miles - 6 minute walk - Train to Waterloo is approx. 10 minutes	Cycle Hire Scheme (proposed) - Directly outside development - Circa 20 docking stations		Gatwick - 27.9 miles - Train to Clapham Junction and then 25 minutes to Gatwick - Train to Victoria and then 30 minutes on Gatwick Express - Approx. 70 minute drive

*Northern Line extension due 2020.
 All times, excluding car travel, are based on travelling at 7.30am on a weekday.
 Sources: tfl.gov.uk and Google maps. Rail map not to scale.

DISTINCTIVE DESIGN
SPACIOUS LIVING AND
DISTINCTIVE DESIGN IN
CONTEMPORARY MANSION
BLOCKS, SURROUNDED BY
BEAUTIFUL LANDSCAPED
GARDENS AND A NEW
PUBLIC SQUARE.





*Looking South across central gardens.
Computer generated image, indicative only.*

BEAUTIFUL BY DAY

Prince of Wales Drive comprises 1, 2 and 3 bedroom homes within 11 distinctive pavilions set in 2.5 acres of open space. New cafés, shops, crèche, secure underground parking* and office space together with stunning residents facilities create a real sense of place.

**Available to purchase on a 'right to park' basis as both unallocated and allocated terms, subject to certain criteria.*



*Looking South over the central gardens.
Computer generated image, indicative only.*

STUNNING BY NIGHT

In contrast to the bustling City, the central gardens provide a space to relax. At night, the gardens transform and will be beautifully lit, providing a real amenity for residents to enjoy.

□□
AT THE HEART OF PRINCE OF WALES DRIVE ARE DIVERSE SPACES FOR RESIDENTS TO RELAX AND TAKE TIME OUT AWAY FROM THE BUSY CITY.

□□
Stephen Richards,
Partner, Gillespies,
Landscape Architects



REFERENCES WERE TAKEN FROM THE ORIGINAL VICTORIAN INDUSTRIAL HERITAGE, WITH AN ELEGANT 26-STOUREY METAL FRAMED 'CAMPANILE' TOWER DESIGNED AS A FOCAL POINT AT THE END OF THE CENTRAL GARDENS.

Michael Squire,
Squire & Partners



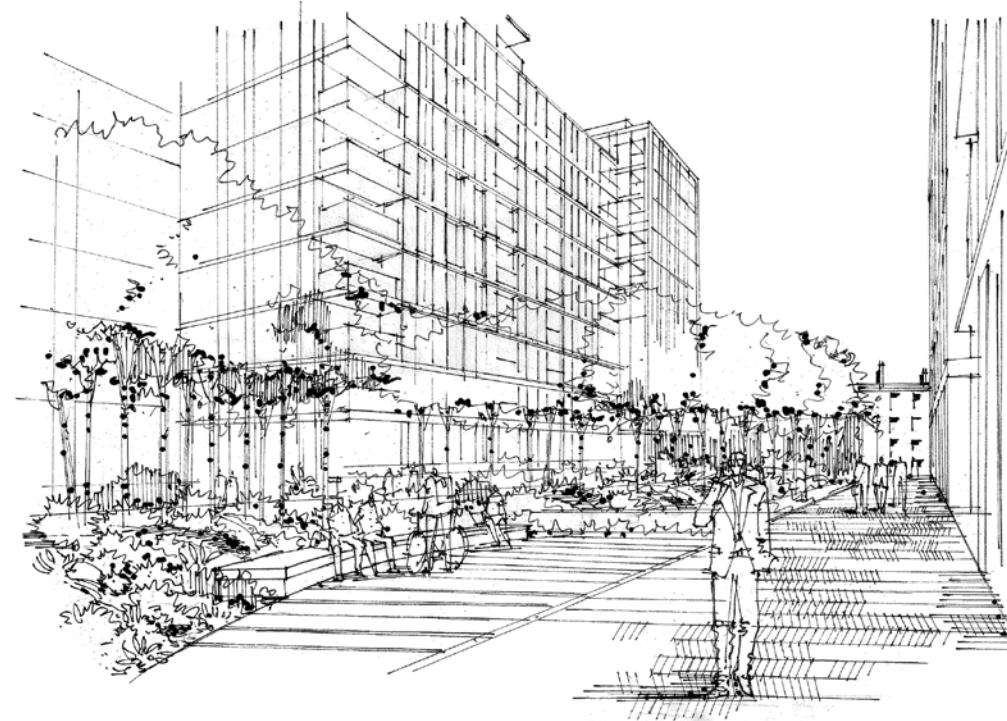
DISTINCTIVE ARCHITECTURE BY SQUIRE & PARTNERS

World-class architects Squire & Partners creatively conceived the plans for Prince of Wales Drive as a collection of contemporary apartments centred around landscaped gardens, providing a new visual landmark for Battersea. Crafted elevations include decorative brickwork, feature metal work and inset balconies, inspired by the mansion buildings located on the historic Prince of Wales Drive and the original Battersea gasholders.

INSPIRED LANDSCAPING BY GILLESPIES

Prince of Wales Drive has been designed to completely change its original setting – from one of industrial endeavour into a peaceful new neighbourhood. The unique and compelling landscaping by Gillespies is central to this transformation. By sensitively referencing the area's past, the choice of richly detailed materials offers access to a collection of beautiful and tranquil gardens.

Gillespies has also designed the exclusive eighth floor roof terrace, for residents to enjoy all year round.



“ WE WERE INSPIRED BY THE PROXIMITY OF BATTERSEA PARK AND SOUGHT TO BRING TOGETHER THE BUILDINGS AND THE PARK THROUGH A FINELY DETAILED TAPESTRY OF SEASONAL FLOWERS, TREES AND PLANTING. ”

Stephen Richards,
Partner, Gillespies

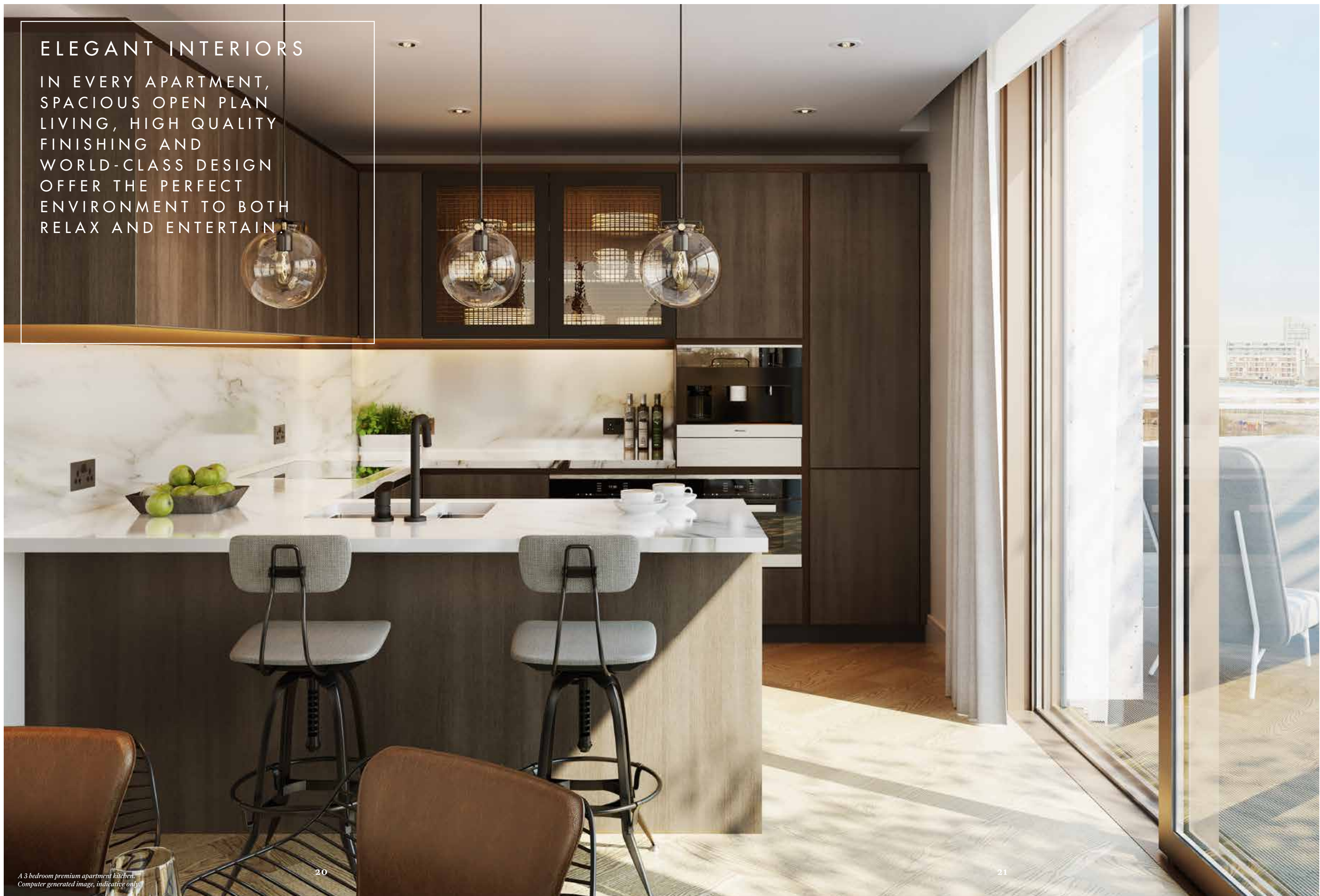


The central gardens.
Computer generated image, indicative only.



ELEGANT INTERIORS

IN EVERY APARTMENT,
SPACIOUS OPEN PLAN
LIVING, HIGH QUALITY
FINISHING AND
WORLD-CLASS DESIGN
OFFER THE PERFECT
ENVIRONMENT TO BOTH
RELAX AND ENTERTAIN





Photograph of the 2 bedroom show apartment showing an indicative living area.

DISTINCTIVE INTERIOR DESIGN BY THE GALLERY HBA

The Gallery HBA established a palette of materials and colours that uniquely belong to Prince of Wales Drive. With a visual identity and carefully considered features that ensure the urban industrial history and nature of the park is carried through in spectacular detail. The interior design is complemented by the hidden acoustic insulation, comfort cooling, underfloor heating and floor-to-ceiling glazing.



Photograph of the 2 bedroom show apartment showing an indicative kitchen in the Urban palette.



□□ THIS IS MODERN LIVING AT ITS BEST WITH INTERIORS THAT ARE REFINED, YET ALSO WELCOMING; ASPIRATIONAL WHILE ALSO VERY COMFORTABLE; AND INSPIRED BY LOCAL HERITAGE BUT ALSO COMPLETELY CONTEMPORARY. □□

Inge Moore,
Principal and Creative Director, The Gallery HBA



Photograph of the 2 bedroom show apartment showing an indicative bathroom in the Urban palette.



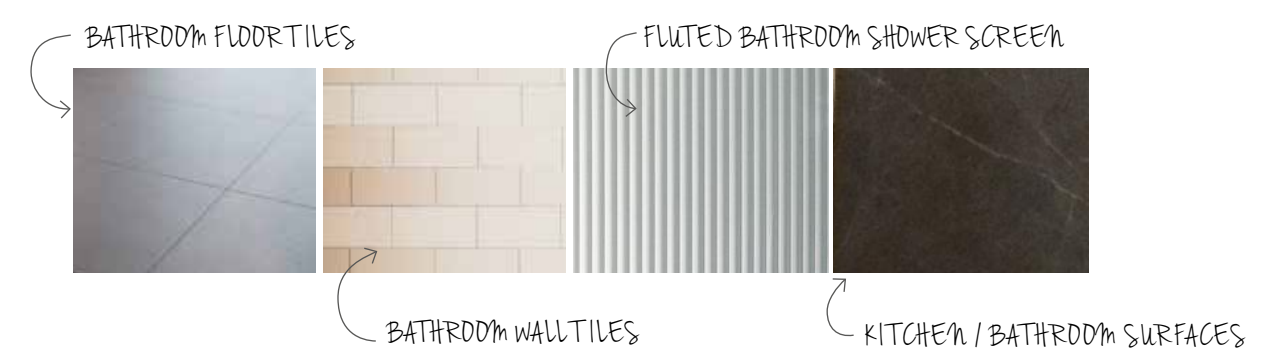
A 3 bedroom premium apartment en-suite. Computer generated image, indicative only.

□□ THE PALETTE OF MATERIALS AND COLOURS UNIQUELY BELONGS IN THIS LOCATION WITH CAREFULLY CONSIDERED FEATURES THAT ENSURE THE URBAN INDUSTRIAL CONTEXT AND NATURE OF BATTERSEA PARK IS CARRIED THROUGH IN THE DETAILS.

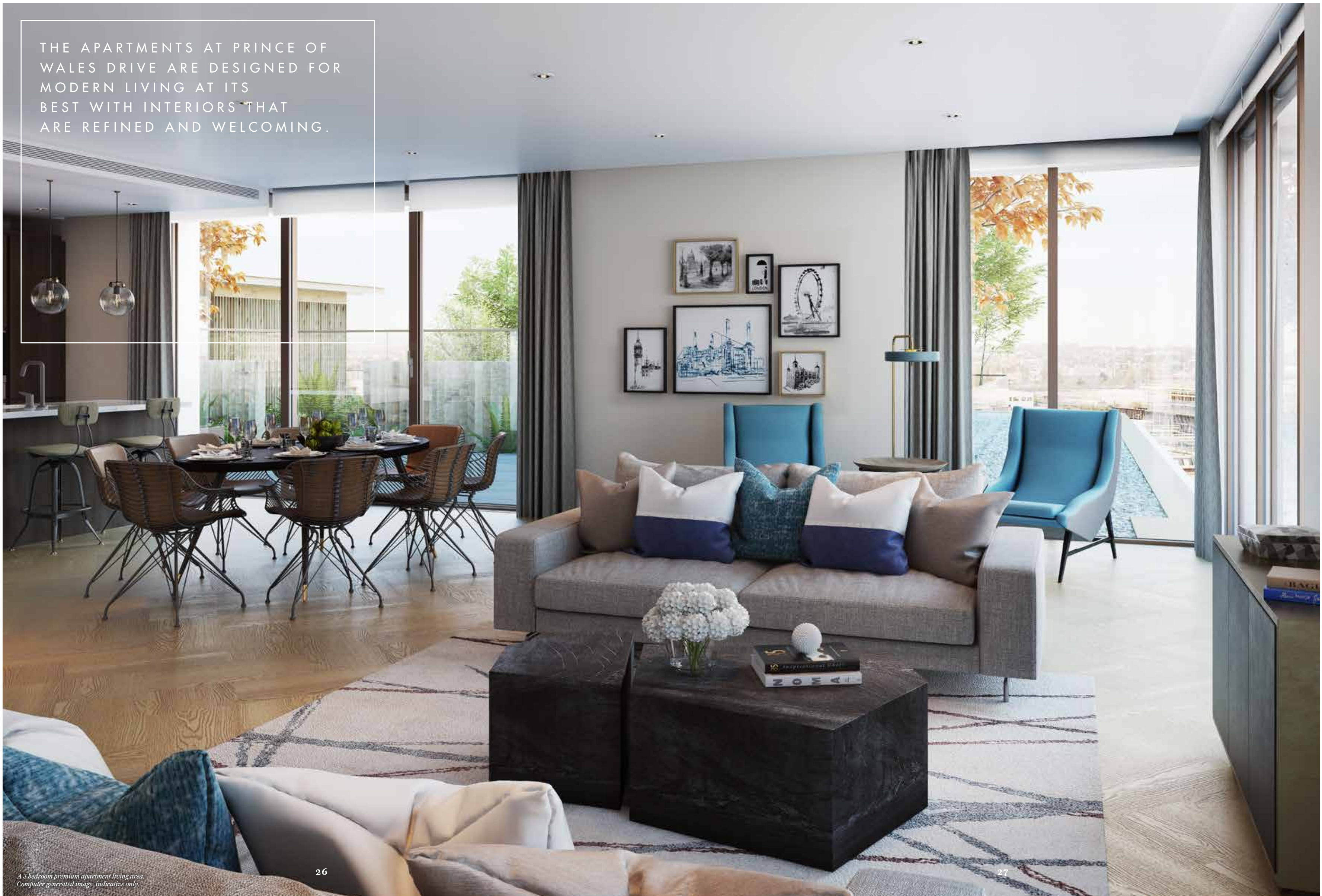
□□
Inge Moore,
 Principal and Creative Director, The Gallery HBA

A CONSIDERED COMBINATION

Combining industrial heritage with natural materials, creating a very distinctive design incorporating a range of features including; feature taps, fluted glass, contemporary vanity units with feature lighting and freestanding baths.



THE APARTMENTS AT PRINCE OF WALES DRIVE ARE DESIGNED FOR MODERN LIVING AT ITS BEST WITH INTERIORS THAT ARE REFINED AND WELCOMING.



RELAX IN THE RESIDENTS' POOL AND SPA

Exclusively for the residents; the serenity of the 17m swimming pool and the warm jets of the vitality pool are the perfect way to unwind. Enjoy a swim or simply relax poolside and forget all about the outside world in the sauna or steam room.





*The residents' roof terrace.
Computer generated image, indicative only.*



*The entrance lobby in Kensington House.
Computer generated image, indicative only.*

FROM THE ENTRANCE LOBBY TO THE ROOF GARDEN

The 24-hour concierge service brings security, convenience and peace of mind. Relax on the eighth floor residents' roof terrace and enjoy the views sheltered from the elements in the elegantly designed Pavilion, or spend a lazy afternoon in the sun.

BATTERSEA PARK

LESS THAN 180 METRES FROM PRINCE OF WALES DRIVE, IS ONE OF LONDON'S FINEST PARKS. PROVIDING 200 ACRES OF OPEN SPACE ON THE RIVER THAMES, IT OFFERS SPACE TO RUN, CYCLE, ROW, STROLL AND ENJOY.

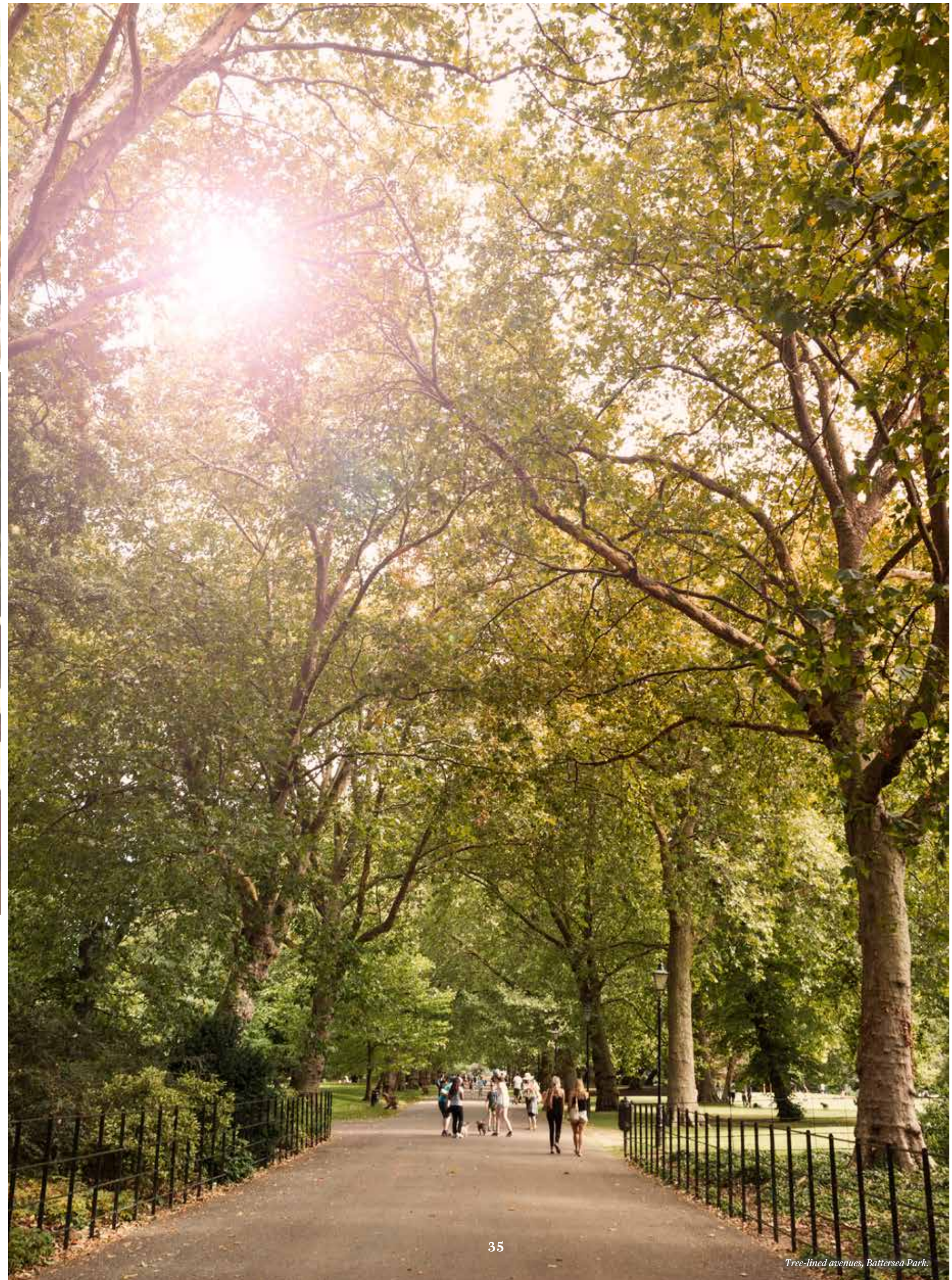




Rowing on the lake at Battersea Park.

OUTDOORS ALL YEAR ROUND

With a new pedestrian access through its own reclaimed railway arch¹, Prince of Wales Drive is always close to the seasonal changes in the park – a truly idyllic place to spend time in the fresh air. Set within 200 acres, with views out across the river, a huge lake and glorious fountains, there is a lakeside café, sports facilities, children’s zoo and plenty of year-round events to keep the family entertained.



Tree-lined avenues, Battersea Park.

BATTERSEA, CHELSEA
AND BEYOND

IN THE CENTRE OF
A BUZZING LOCAL
COMMUNITY, A FEW
MINUTES FROM THE
TRANQUILITY OF THE
RIVER THAMES AND
JUST A MILE FROM
SLOANE SQUARE.





Battersea Power Station.



Prince of Wales Drive.

ORIGINAL BATTERSEA

Battersea is steeped in tradition and an area defined by its quirky contrasts. Independent shops, cafés and bistros are being boosted as a result of a wider regeneration area that will see a gleaming new town centre stand out from its more traditional mansion block architecture. The local village feel of Battersea Square and surrounding lanes remains even as the area becomes better connected to the centre of the City via the new Northern Line extension.



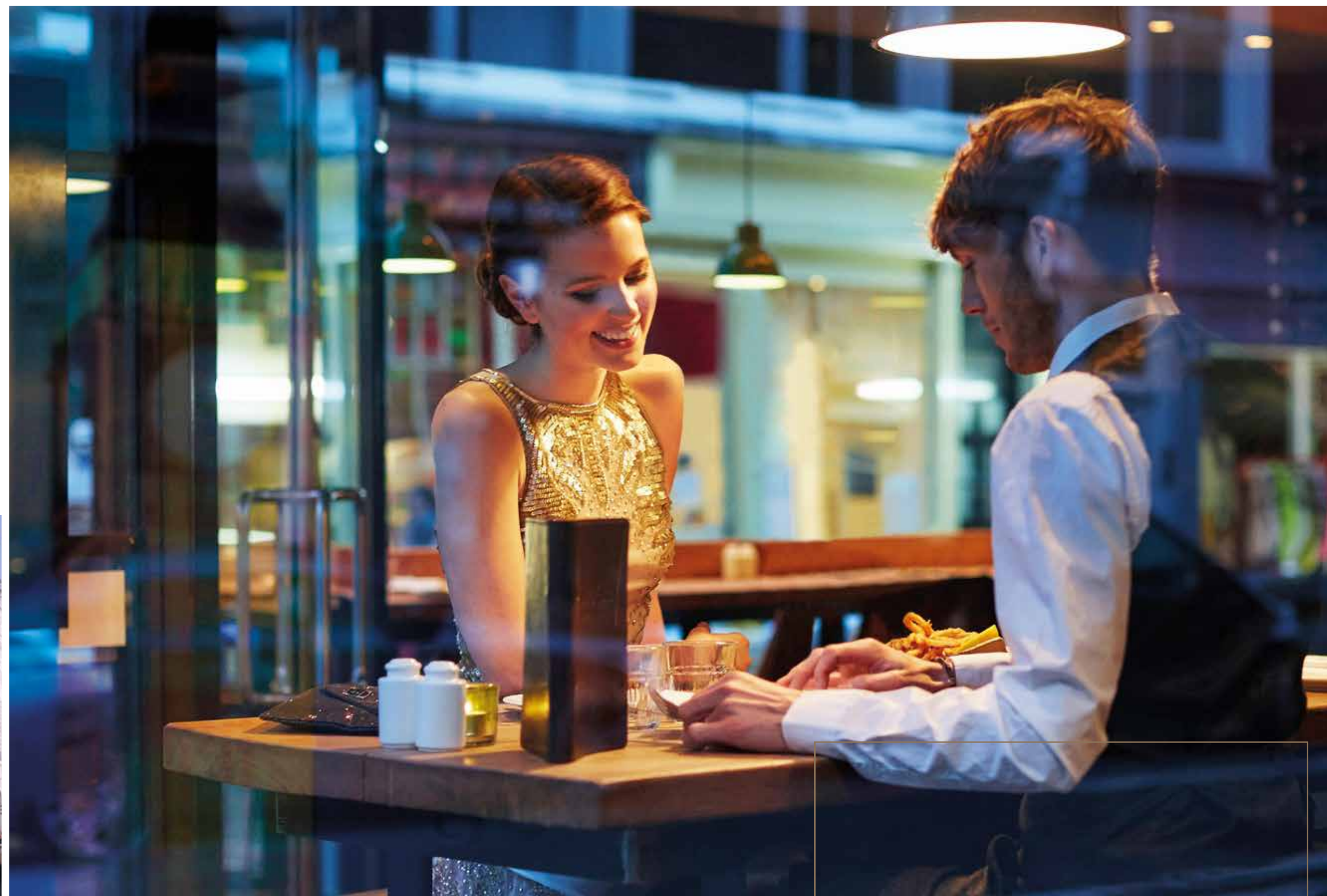
CHELSEA CALLING

Within minutes of Prince of Wales Drive is the Royal Borough, and the always fashionable, Kensington and Chelsea. This is where opulence, tradition and style are everywhere - from shopping at Harrods or on the King's Road, to some of the Capital's best art and fine dining experiences.



☐☐
THE HAPPINESS OF LONDON IS
NOT TO BE CONCEIVED BUT BY
THOSE WHO HAVE BEEN IN IT.

☐☐
Samuel Johnson,
English writer (1709–1794)



WEST END DINING AND SHOPPING

Famous for its theatres, tourist hotspots and shopping, the West End is London's jewel in the crown for entertainment. The National Gallery, The National Portrait Gallery and The Royal Academy of Arts stand amongst some of London's most iconic shopping streets – Bond Street, Regent Street, Oxford Street and more. Its flagship stores, fine dining and the Capital's favourite bistros offer the opportunity to experience something new on every visit.

□□
OUR GOAL IS TO TRANSFORM INDUSTRIAL
SITES FROM A BYGONE AGE INTO BEAUTIFUL
PLACES, WHICH PEOPLE CALL HOME.

□□
Tony Pidgley CBE
Chairman of Berkeley Group

CREATED BY: ST WILLIAM

OUR DIFFERENCE

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 well-being 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.

St William
Designed for life

PRINCE OF WALES DRIVE – 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.



Proud to be a member of the Berkeley Group of Companies
www.berkeleygroup.co.uk

Berkeley
Designed for life

St Edward
Designed for life

St George
Designed for life

St James
Designed for life

St William
Designed for life

A COMMITMENT TO THE FUTURE

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

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.



AN 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 AND 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 their communities.

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 is achieved.

www.berkeleyfoundation.org.uk

www.berkeleygroup.co.uk

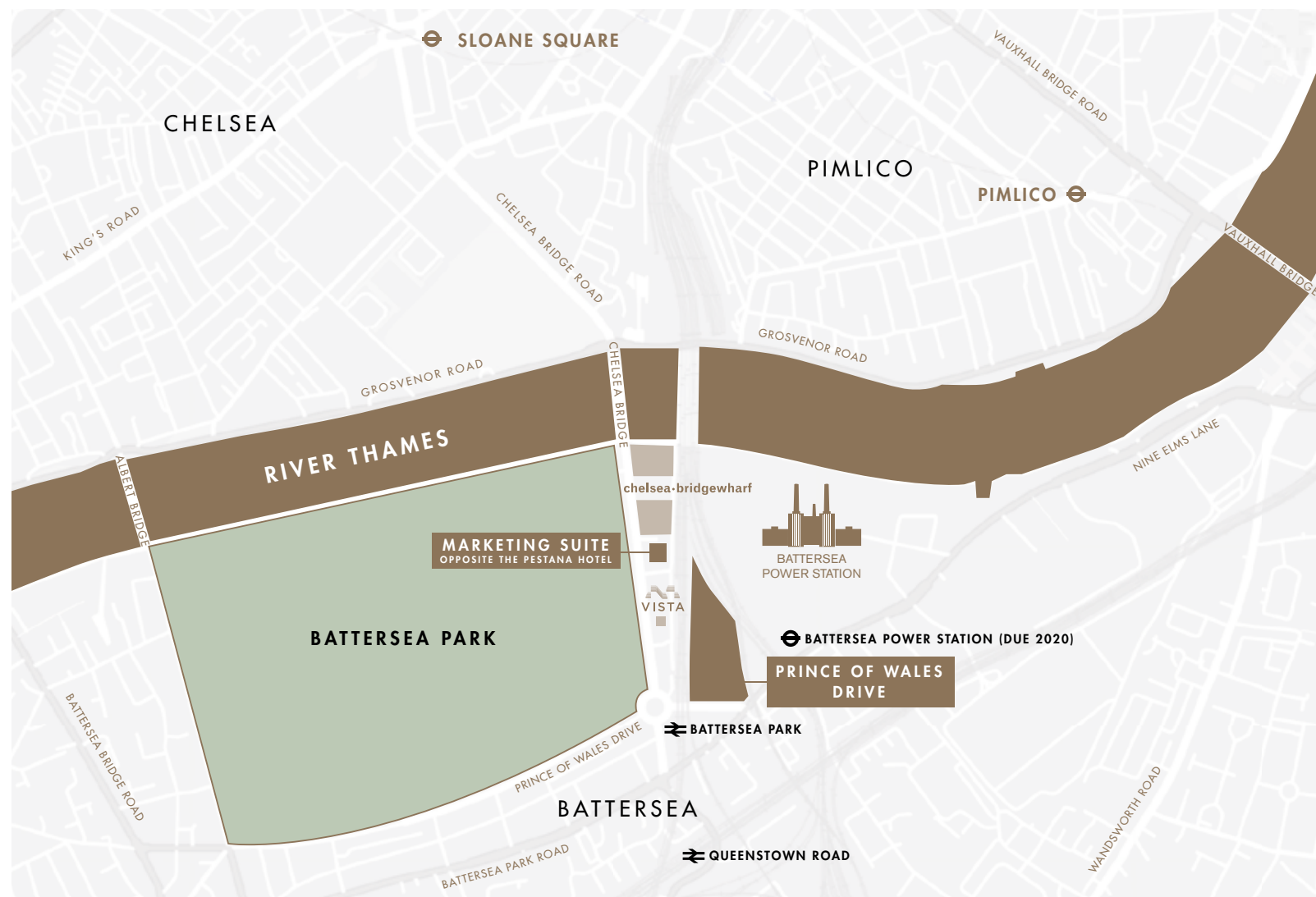


**SALES AND
MARKETING SUITE**
OPEN DAILY 10AM-6PM
(10AM-8PM THURSDAY)

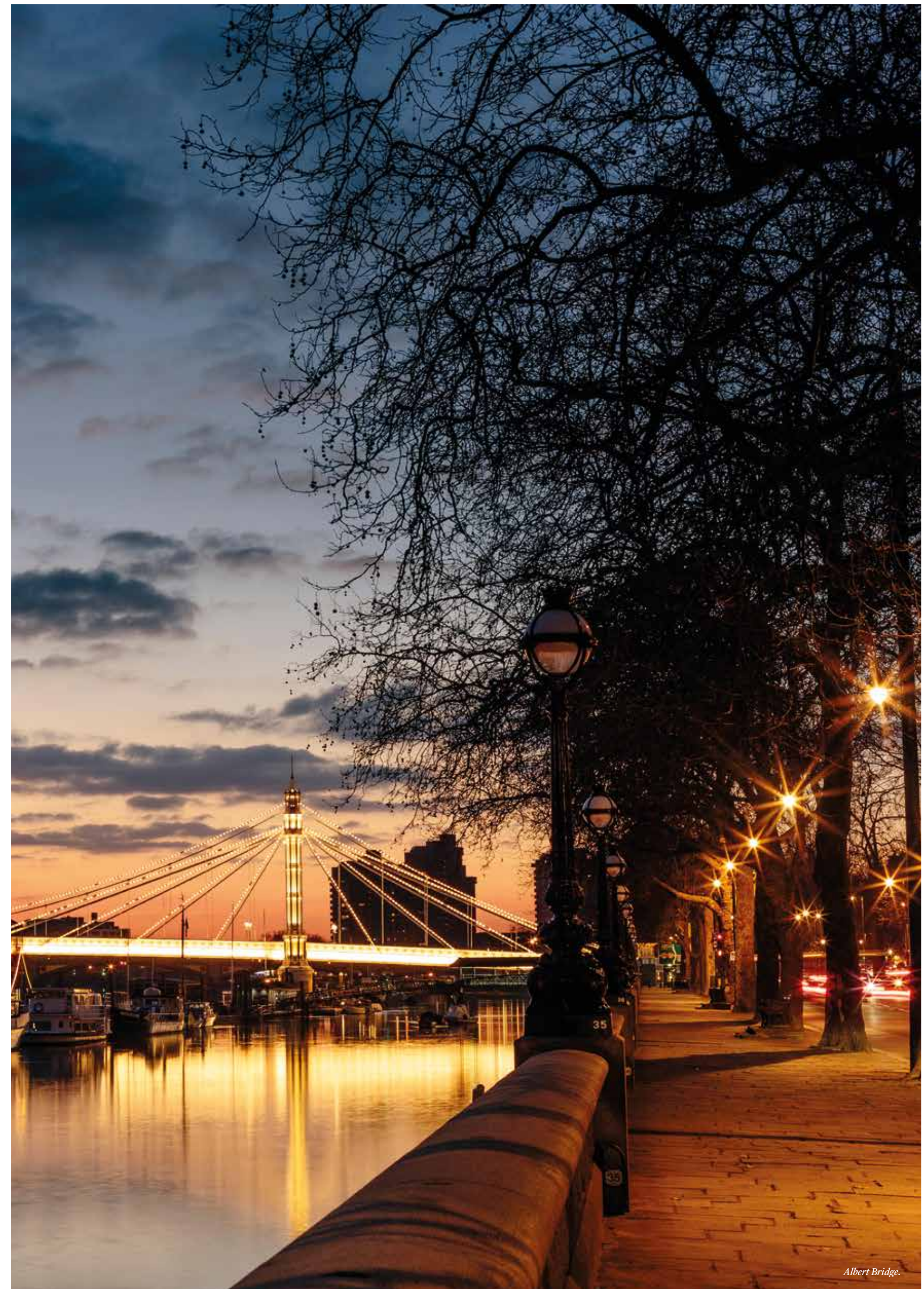
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348 Lanson Building
Queenstown Road
Battersea
London
SW11 8QQ

Call 0203 053 6901
Email sales@princeofwalesdrive.co.uk
Visit princeofwalesdrive.co.uk

Please note that parking is available at the Sales and Marketing Suite.



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. Prince of Wales Drive 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. April 2017 - W200/OSCA/0417





PROUD TO BE A MEMBER OF THE



Berkeley
Group

St William
Designed for life