

DICKENS YARD W5

ISSUE 1

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Introducing Dickens Yard, designed to cater for your every need

CENTRAL LOCATION

Explore London and beyond with superb connections

APPEALING SPACES

Ealing: An exciting, vibrant and dynamic town centre

A WORLD OF CUISINES

Great cuisine minutes from your doorstep

A VIBRANT NEW DESTINATION FOR LONDON

Landscaped spaces creating a dynamic new environment



St George
Designed for life

WELCOME TO DICKENS YARD ISSUE 1

ST GEORGE WELCOMES
YOU TO THE FIRST ISSUE OF
THE DICKENS YARD MAGAZINE,
CELEBRATING LONDON'S
HOTTEST NEW DEVELOPMENT
IN THE HEART OF EALING.



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Computer generated image of Dickens Yard is indicative only

ARRIVE IN STYLE



St George understand that its customers often lead busy lives and strive to create a stylish and modern environment that caters for their every need.

From the hotel style entrance lobby, Dickens Yard offers a 24 hour* concierge service designed to assist residents with their specific requirements.

The video entry phone system, CCTV security systems and the 24-hour managed undercroft parking create peace of mind for everyone at Dickens Yard.

Designed for convenience, the private residents' fitness suite will allow residents to work out just a short distance from their front door.

* Applicable once development is complete



SPACIOUS INTERIORS



The contemporary design of Dickens Yard features exceptional interior specifications, with the focus of each home being on a calming spacious environment. From the natural stone and wood finishes to the contemporary home technology, Dickens Yard is the ultimate signature of vision, craftsmanship and quality.

The apartments are fitted with an abundance of glazing to ensure that natural daylight floods the space.

The kitchens feature the very latest in appliances, from stone worktops to the custom designed fully fitted kitchens oozing continental style. Bathrooms and en suites are treated to an exquisite selection of porcelain or natural stone with matching walls enhancing this luxurious specification.

A range of apartments designed to suit modern lifestyles

DESIGNED FOR LIVING



STYLISH
APARTMENTS
AND PENTHOUSES

Interior photography taken from other St George developments for illustrative purposes only

GARDENS IN THE SKY

REDEFINING
CITY LIVING
FROM YOUR
ROOFTOP



Computer generated image is indicative only

At Dickens Yard, the quality of the interior design extends outside, with the luxury of open green space. The penthouse apartments include stunning rooftop gardens, carefully designed, landscaped and planted to provide privacy.

These exquisitely designed gardens include delightful places to dine al fresco or simply sit back, relax and enjoy the height of city living.

Combining the convenience and excitement of urban living with a green oasis demonstrates the commitment from St George to set new standards in contemporary living.



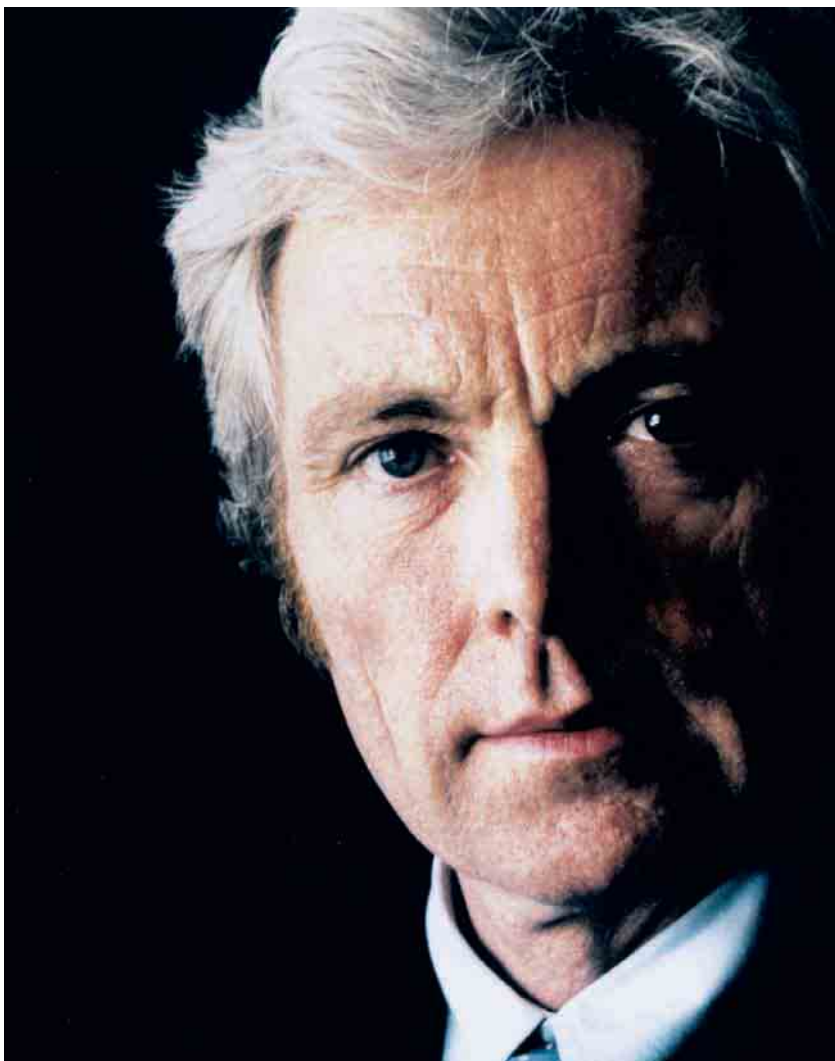
Computer generated image of Dickens Yard is indicative only

Dickens Yard, London W5 | 13



AN INSPIRED VISION

DICKENS YARD DELIVERING A STYLISH WAY OF LIVING. WITH THE EFFORTLESS COMBINATION OF REFINED INTERIORS AND THE ARTISTIC FINESSE OF THE LANDSCAPED SQUARE, THIS IS THE HIGHEST RESIDENTIAL EXPERIENCE IN ITS CLASS.



An Interview with JOHN THOMPSON

John Thompson is the leading force behind the international architectural practice, John Thompson & Partners and is also Chairman of The Academy of Urbanism. With extensive experience of delivering successful projects for both the public and private sectors, John manages projects of any scale, focusing on creating new places in thriving areas.

Q The concept behind Dickens Yard, is to breathe new life in to the area. How do you foresee this happening in Ealing?

A Dickens Yard provides nearly 700 homes right in the heart of the town to create a new environment that is active, vibrant and safe. The public spaces are well designed and well-lit. These spaces will attract quality retailers. It means an exciting new shopping and leisure environment on residents' doorsteps.

Q What did you want to achieve with Dickens Yard in terms of the overall design and layout of the scheme?

A The site is surrounded by a rich heritage - the Grade II Listed Town Hall; the Locally Listed Fire Station and Christ the Saviour Church, which we were keen to integrate with Dickens Yard. So we created a high quality public piazza to link the contemporary new architecture with the historic buildings, connecting with the wider network of streets within Ealing. We believe this is fundamental to creating a vibrant and dynamic new destination for the area.

Q What key benefits have you integrated into Dickens Yard?

A The residents' car club is one. It will allow a lower level of car ownership, especially as the site is in a location that allows easy access to public transport. The concierge at the heart of the development is another attraction, providing a reassuring presence and ensuring the smooth running of the scheme. Also, the simple feature of a residents' drop-off point within the impressive Heritage Court allows taxis and cars to drop residents off (and pick them up) in a secure, dry environment close to the main entrance foyer.

Q How do you think Dickens Yard will blend in with the rest of the Ealing?

A Dickens Yard will raise the bar in terms of the quality of homes and facilities currently on offer in Ealing and the surrounding area. It will provide a new focal point in the town centre, complementing the existing environment. The buildings themselves define the town centre and provide a new landmark whilst respecting the existing architecture.

Q How will the homes reflect the personality of the purchaser?

A A high quality contemporary specification and excellent quality of construction is always an integral part of a St George home. The homes are all designed to maximise their relationship with the outside including large windows which allow good internal levels of natural daylight. Spacious balconies and landscaped roof terraces make the outside space a key feature of each home.

Q What does this design offer that other developments can not?

A In addition to the new public piazza and the exciting new boutique shops, the development delivers a car-free public area, made possible as all parking is located below ground. This will promote a safe and attractive ground floor retail environment, this will be particularly attractive to both purchasers and visitors.

The new iconic building in the Town Square will provide a café and a community space. This will be the place where the residents of Ealing choose to meet.



A UNIQUE WAY OF LIVING IN THE HEART OF EALING

A unique new Town Square is at the heart of Dickens Yard providing restaurants, boutique shops and cafés, as well as a wide range of cultural activities. It means having the perfect location to relax and unwind just minutes from your doorstep.

Computer generated image of Dickens Yard is indicative only

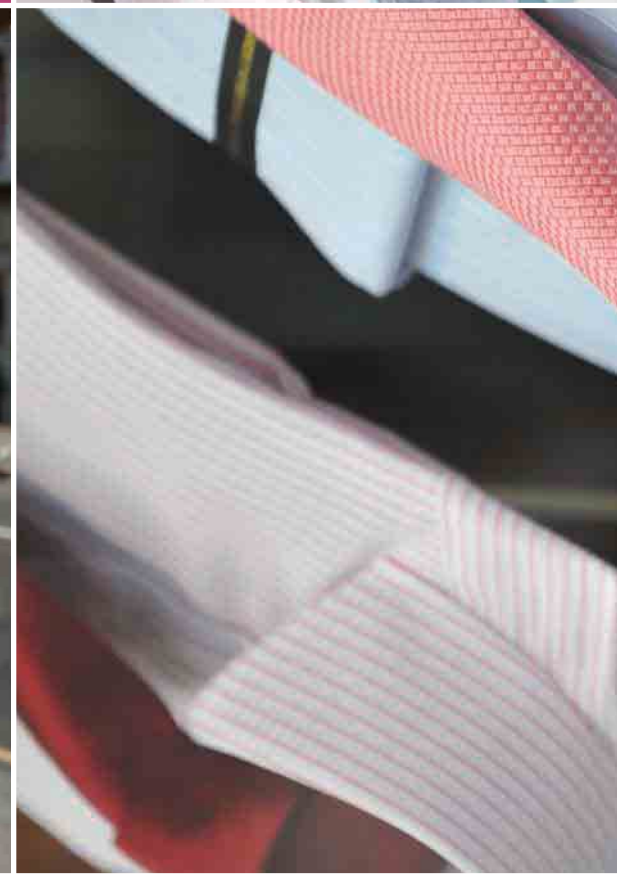
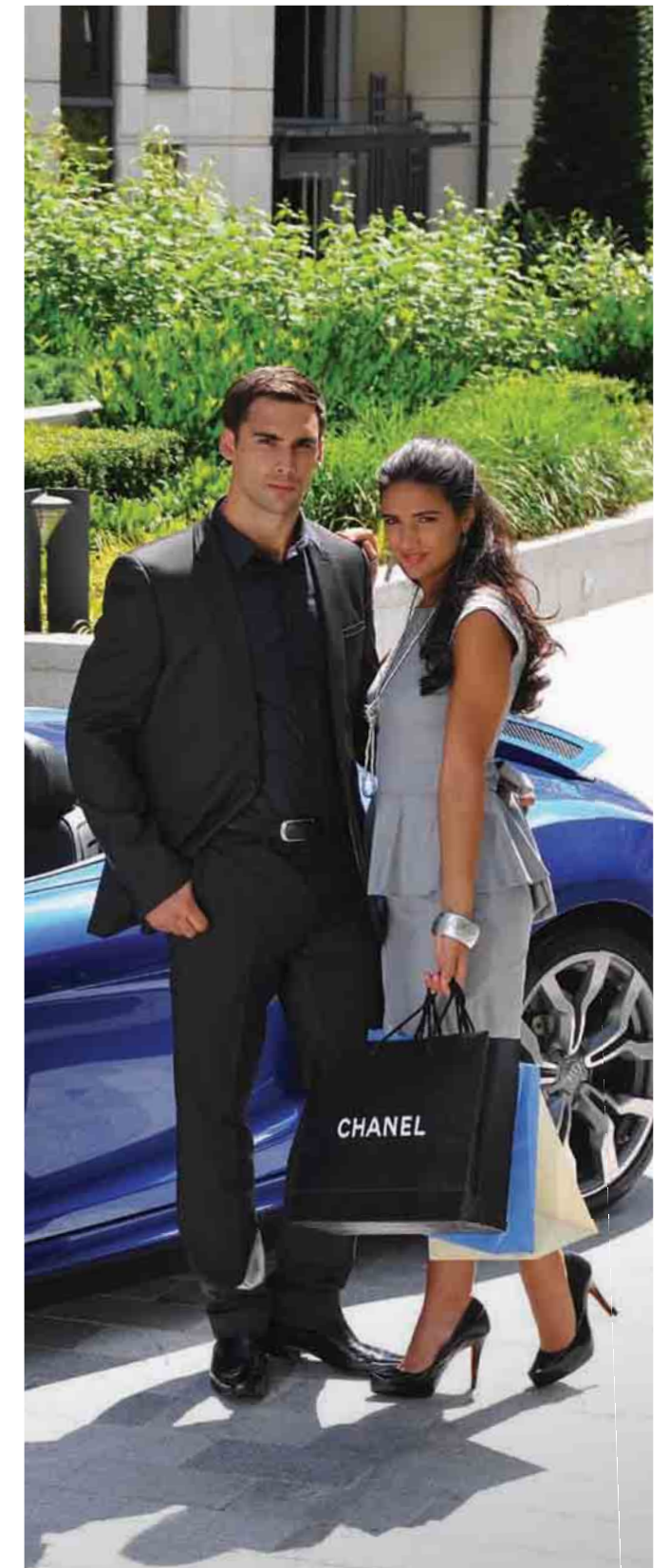
RETAIL THERAPY

A residence at Dickens Yard not only provides a stunning living environment within an ideal setting, the public square will also feature some of the most desirable names from the fashion world.

The prestigious address of Dickens Yard will showcase the very latest in designer chic.

The boutiques and cafés will surround the piazza, creating an ambience of pure elegance and sophistication.

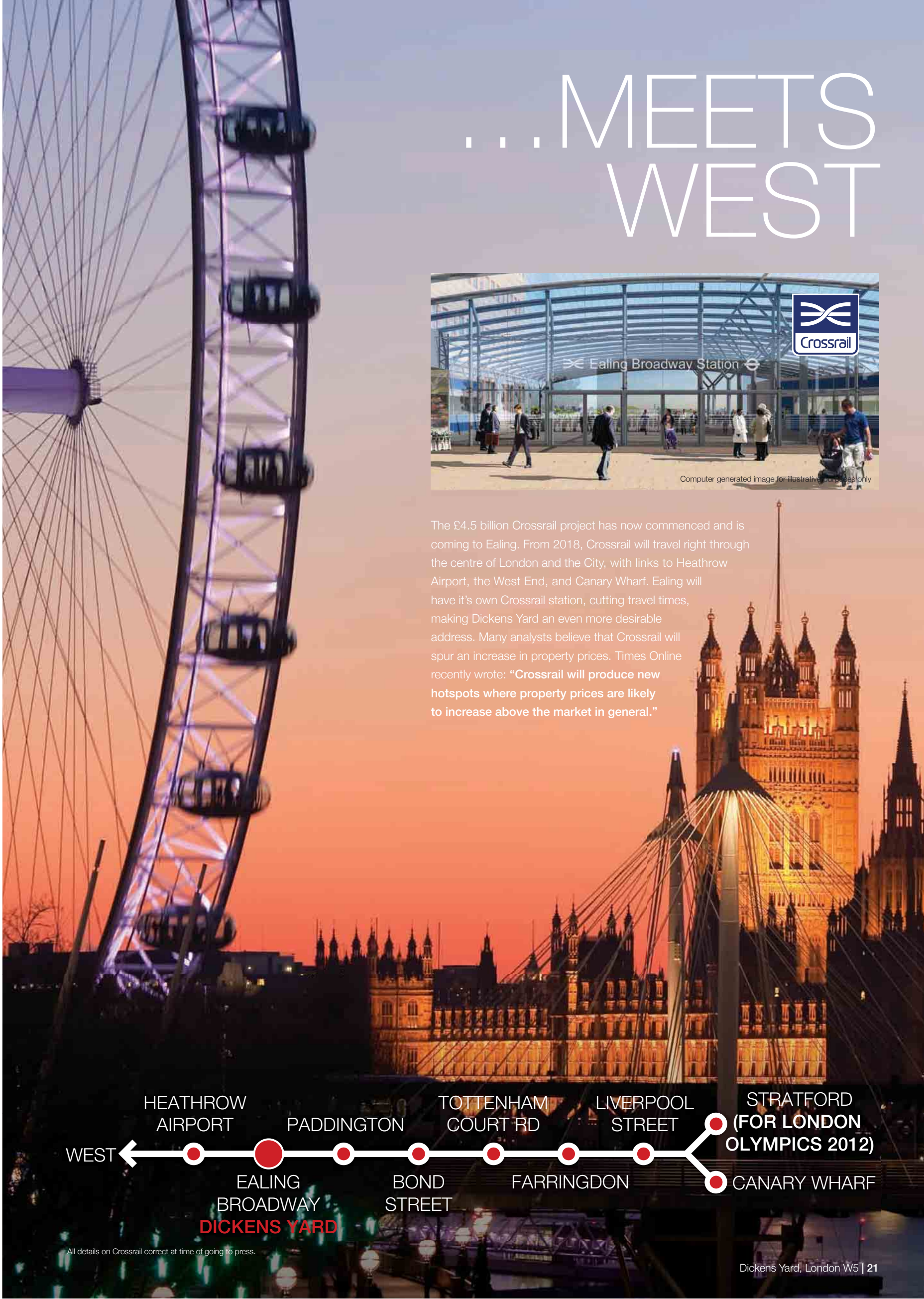
From Dickens Yard, you are perfectly located to enjoy the greatest shopping opportunities available in London. From Harrods to Westfield to Dickens Yard, the choices for retail therapy are endless.





20 | Dickens Yard, London W5

WHERE EAST...



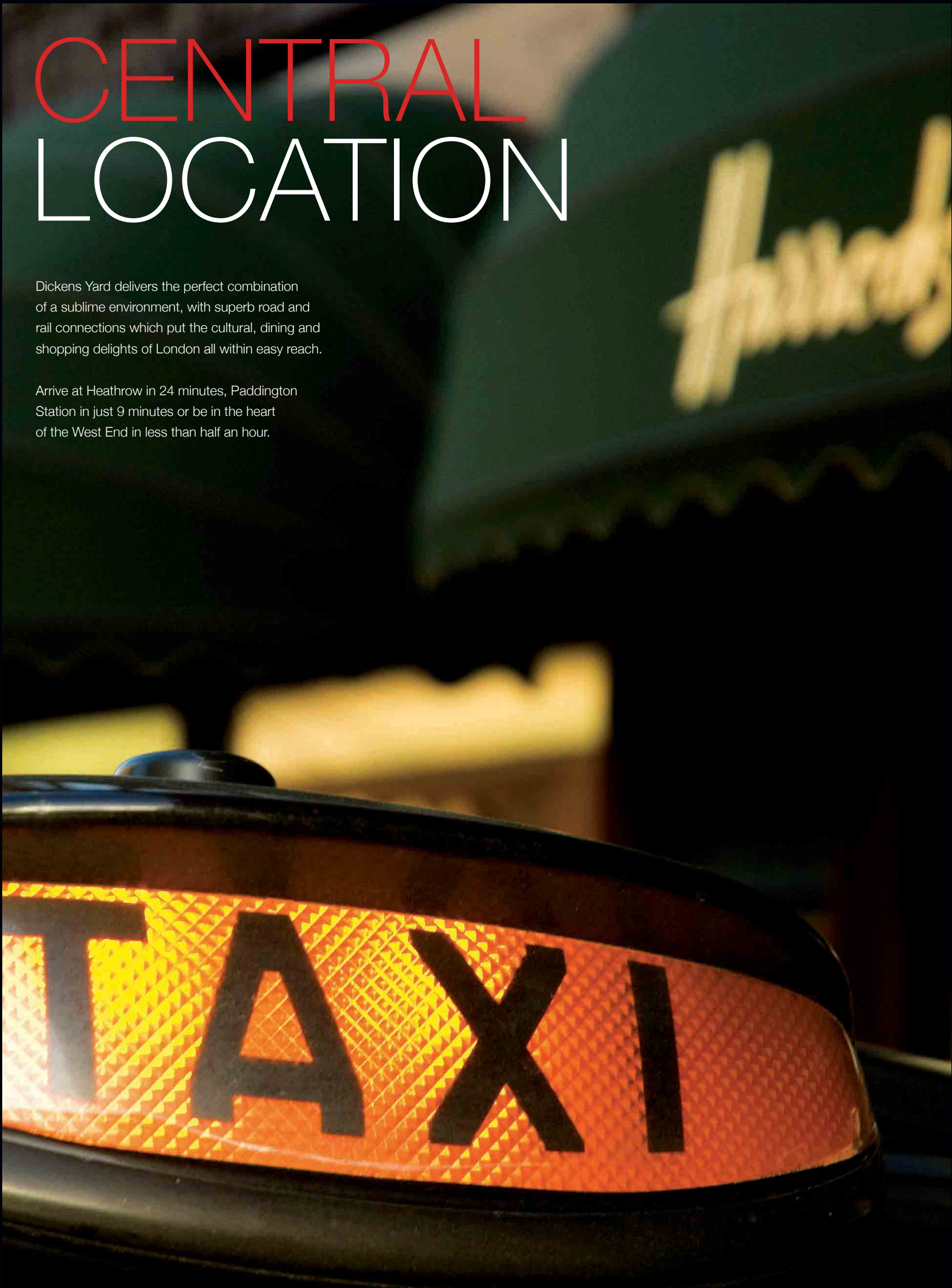
...MEETS WEST



The £4.5 billion Crossrail project has now commenced and is coming to Ealing. From 2018, Crossrail will travel right through the centre of London and the City, with links to Heathrow Airport, the West End, and Canary Wharf. Ealing will have it's own Crossrail station, cutting travel times, making Dickens Yard an even more desirable address. Many analysts believe that Crossrail will spur an increase in property prices. Times Online recently wrote: **"Crossrail will produce new hotspots where property prices are likely to increase above the market in general."**



All details on Crossrail correct at time of going to press.



CENTRAL LOCATION

Dickens Yard delivers the perfect combination of a sublime environment, with superb road and rail connections which put the cultural, dining and shopping delights of London all within easy reach.

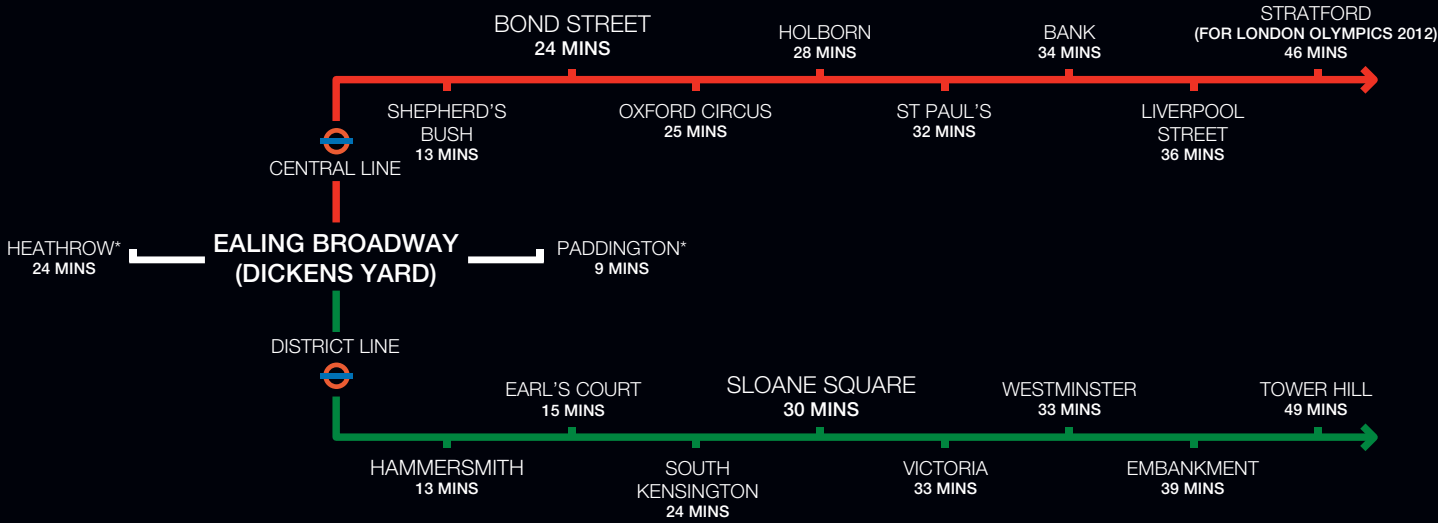
Arrive at Heathrow in 24 minutes, Paddington Station in just 9 minutes or be in the heart of the West End in less than half an hour.



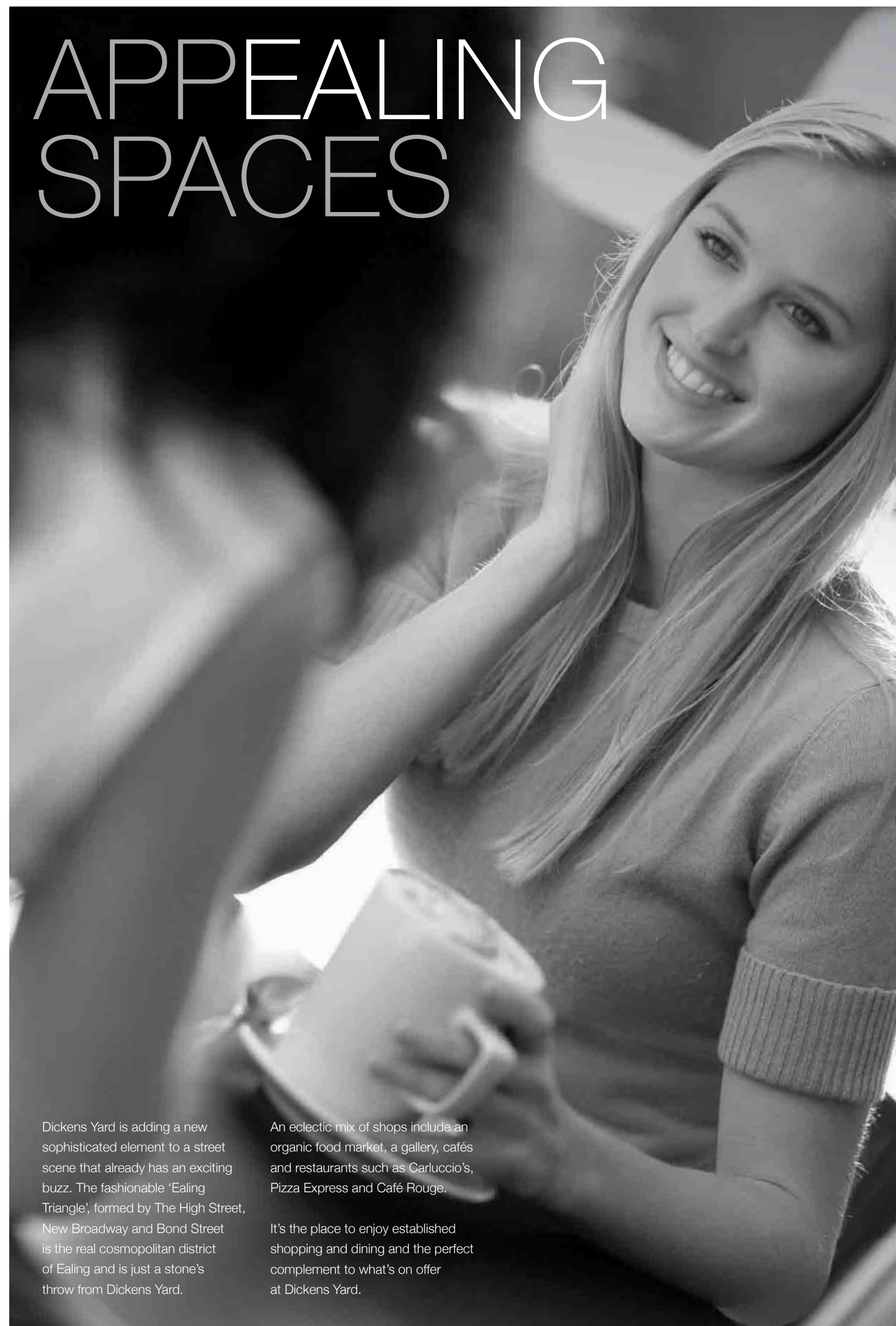
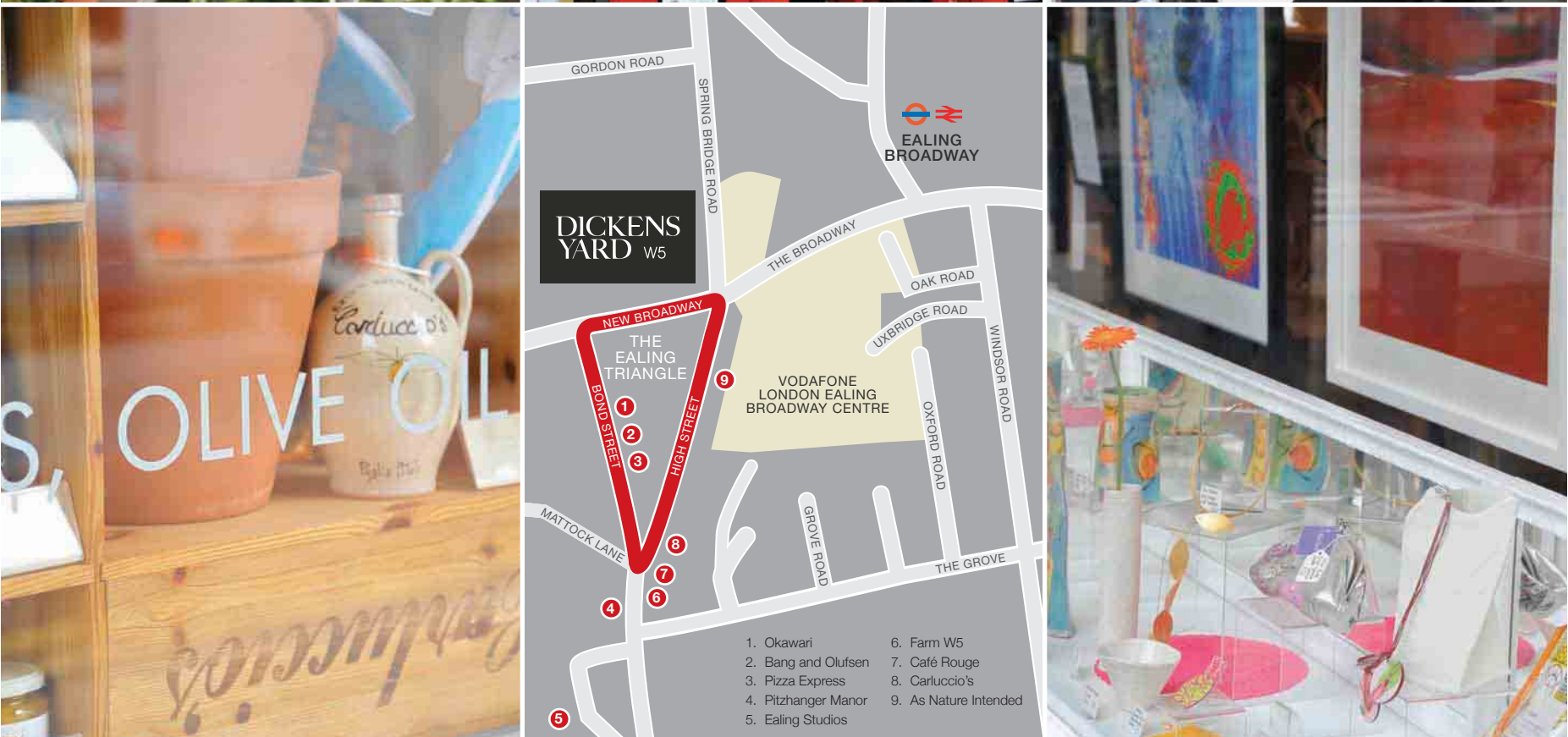
EXPLORE LONDON AND BEYOND FROM EALING BROADWAY CONVENIENTLY CLOSE TO DICKENS YARD

Ealing Broadway is one of the best connected stations on the London Underground. Just a short walk from Dickens Yard it offers both the Central Line and the District Line, with trains direct not just to the West End and the City,

but to Wimbledon, Richmond and Stratford International terminal. The capital is waiting to be explored with excellent links to the rest of the UK, Europe and beyond.



* Via Ealing Broadway railway station. All timings are approximate. Source www.tfl.gov.uk



APPEALING SPACES

Dickens Yard is adding a new sophisticated element to a street scene that already has an exciting buzz. The fashionable 'Ealing Triangle', formed by The High Street, New Broadway and Bond Street is the real cosmopolitan district of Ealing and is just a stone's throw from Dickens Yard.

An eclectic mix of shops include an organic food market, a gallery, cafés and restaurants such as Carluccio's, Pizza Express and Café Rouge.

It's the place to enjoy established shopping and dining and the perfect complement to what's on offer at Dickens Yard.

REVEALING NEW PLACES

Ealing has 19 recognised open green spaces, 30 designated conservation areas and a wealth of historical landmarks, such as the Heritage Quarter or the world-famous Ealing Studios. In addition to this, Ealing enjoys some of the most successful schools in London.



STEALING THE SPOTLIGHT



Ealing enjoys a rich heritage. From the architectural gems like the Sir George Gilbert Scott's church of Christ the Saviour and the world renowned Ealing Film Studios, to the rich heritage of the Pitzhanger Manor House and Gallery.

This rich heritage, combined with a diverse, multi-cultural, dynamic, atmosphere has helped make Ealing an attractive place to live. There is a vibrant cultural life and an exciting town centre, bursting with restaurants, shops and bars, creating a cosmopolitan ambience.

With sophisticated Chiswick and the expansive open space of Ealing Common only a few minutes away, Ealing really has something for everyone.





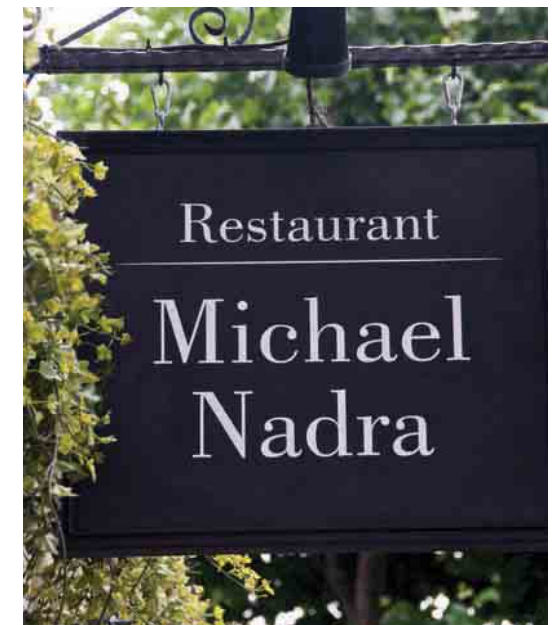
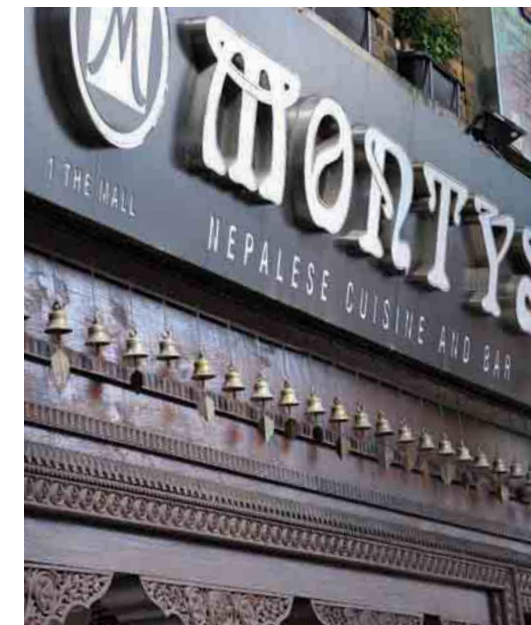
EALING'S GASTRONOMIC JEWEL

CHARLOTTE'S PLACE

Charlotte's Place has a reputation for being one of the most popular places to dine in Ealing. From the simple yet stylish dining rooms to the outdoor seating area facing Ealing Common, this is a culinary masterpiece well worth experiencing.

Charlotte's Place
16 St Matthew's Road
Ealing W5 3JT
Tel: 020 8567 7541
www.charlottes.co.uk

A WORLD OF CUISINES



The Bingham

61-63 Petersham Road
Richmond upon Thames TW10 6UT
Tel: 020 8940 0902

www.thebingham.co.uk

The Grange

Warwick Road
Ealing W5 3XH
Tel: 020 8567 7617

www.thegrangelondon.com

La Trompette

5-7 Devonshire Road
Chiswick W4 2EU
Tel: 020 8747 1836

www.latrompette.co.uk

High Road House Brasserie

162-166 Chiswick High Road
London W4 1PR
Tel: 020 8742 7474

www.brasserie.highroadhouse.co.uk

Monty's

1 The Mall, Ealing Broadway
Ealing W5 2PJ
Tel: 020 8567 8122

www.montystandoori.co.uk

Michael Nadra

6-8 Elliott Road
Chiswick W4 1PE
Tel: 020 8742 0766

www.restaurant-michaelnadra.co.uk

West London Audi
958 Great West Road
Brentford TW8 9BQ
Tel: 020 8380 4000
www.westlondon.audi.co.uk
Located adjacent to the
elevated section of the M4

100 YEARS OF INNOVATION

VORSPRUNG
DURCH
TECHNIK

West London Audi, the world's largest Audi centre is an unmissable destination for every Audi owner. Designed to be part of the experience that sets Audi apart from the competition, offering convenience, luxury and pure style.

West London Audi is situated at the western gateway to London, complemented by a 190,000 sq ft seven storey landmark glass and steel building. The two top floors showcase 100 years of Audi innovation, whilst below there is a three floor showroom with up to 120 new and approved used Audis. Basement levels house 32 state-of-the-art workshop bays serving hundreds of customers each week.

Customers can make use of free Wi-Fi facilities during their visit or sample the complimentary café, whilst their children can enjoy the play area.

Ray Campbell, Head of Business at West London Audi explains, **"We want to represent the Audi brand with the best facilities in the best location. West London Audi is a powerful example of Vorsprung Durch Technik."**

Audi
West London



A BRAND NEW STYLE

THE VERY LATEST BRANDS TO COMPLEMENT
YOUR MODERN LIFESTYLE AT DICKENS YARD...

BLACKBERRY BOLD 9700

Blackberry are at the forefront of cutting edge engineering and design for the world's most desirable Smartphones. The Blackberry Bold 9700 offers top-of-the-line performance, functionality and features, including support for 3G networks around the world, built-in GPS and Wi-Fi, plus a sharp, dazzling display. Visit www.blackberry.com for further information on this and other Smartphones.



CHRISTIAN LOUBOUTIN

Christian Louboutin is known across the globe for producing the ultimate in fashion excellence. The trademark glossy red soles stamp each design with unparalleled quality, creating heavenly heels that radiate an innate sultriness. Visit www.christianlouboutin.com or take time to visit their store in South Kensington at 23 Motcomb Street London SW1X 8LB.



TAG HEUER CARRERA

Launched in 2009 to celebrate Tag Heuer's 150th Anniversary, the Tag Heuer Carrera 1887 Chronograph is the modern design of the original 1964 classic created by Jack Heuer. The Carrera celebrates the original minimalism, purity and understated elegance of the Carrera family. The TAG Heuer Carrera 1887 is available from TAG Heuer stockists, by calling 0800 037 9658 or visiting www.tagheuer.com for more information.



BANG & OLUFSEN

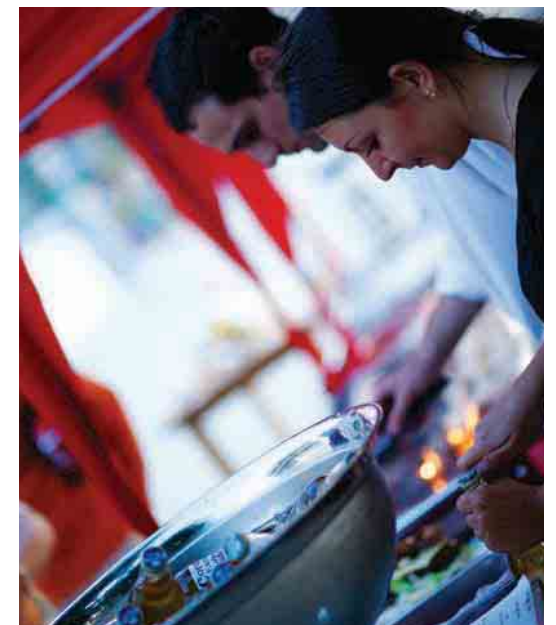
These home entertainment systems bring together cutting edge technology, top-class design and optimum visual energy. The diverse range of televisions brings unprecedented cinema and television imagery to home entertainment. Visit www.bang-olufsen.co.uk or the Ealing Bang & Olufsen store to see this amazing technology in action.

CULTURAL CENTRE

London has gained a reputation as the cultural capital of the world, with world class theatre, film and music, galleries and exhibitions.

Ealing has long been recognised as one of London's leading centres for the arts. Established events like the Ealing Festival offer Opera in the Park and a year round programme of jazz and the arts.

Ealing's Questors theatre is the largest community theatre in Europe, offering outstanding theatrical and musical performances, with great opportunities for those wishing to be involved as well as entertained.



GREAT SPACES IN LONDON



Battersea Reach



Beaufort Park



Charter Quay

St George has gained an unrivalled reputation for creating the most exceptional places to live, by selecting the most desirable locations and creating responsible, sustainable places that revive the landscape and create new communities.

Dickens Yard delivers stunning homes, developed by the highest standard of design, within a contemporary urban quarter that combines a superb residential lifestyle with retail and leisure.

By concentrating on the redevelopment of the brownfield sites across London, St George focuses on creating a stylish place to live that will also benefit the surrounding community, producing a high quality scheme that brings new life to the area.

St George understands the requirements for city living, with their passion for sustainable development, Dickens Yard will set a new standard for sustainable living.



Imperial Wharf



Putney Wharf



St George Wharf

Battersea Reach, Covent Garden, Leicester Square, Burlington Arcade, Trafalgar Square, Beaufort Park, South Bank, St Christopher's Place, Charter Quay, Duke of York Square, Piccadilly Circus, Borough Market, Berkeley Square, Imperial Wharf, St Katherine's Dock, Broadgate, Putney Wharf, Connaught Square, Paternoster Square, Canary Wharf, Somerset House, Spitalfields Market, Hyde Park, St George Wharf...

St George: Creating dynamic new spaces for London

St George is the leader in urban regeneration, building not simply desirable homes, but creating innovative developments that combine new homes with retail and leisure facilities.

Dickens Yard exemplifies the Company's mission of introducing sustainable new communities to the capital. The space enthusiastically encourages public access, delivering a new cosmopolitan area for all to enjoy.

Dickens Yard will transform this part of West London, building one of the most high profile locations in London that will remain sensitive to the surrounding environment and develop a new society for the city.

AN EDUCATED CHOICE

EALING IS PERFECTLY
PLACED TO BENEFIT
FROM A WORLD
CLASS EDUCATION

WORLD CLASS LONDON UNIVERSITIES



London WC2R

In the heart of the City, King's College is the fourth oldest university in England and focuses on law, humanities and social sciences.



London WC1E

One of the world's leading multidisciplinary universities, UCL is an academic powerhouse committed to engaging with the major issues of our times.



London WC2A

A specialist university teaching the full breadth of the social sciences, from economics, politics and law to sociology, anthropology, accounting and finance.



Middlesex UB8

This is a campus based university situated in Uxbridge, West London and is counted amongst London's leading universities.

Imperial College London

London SW7

The Imperial College provides world class scholarship, education and research in science, engineering, management and medicine.



London W1G

London College of Fashion is the only college in the UK to specialise in fashion education, research and consultancy.



London W1B

The university serves more than 23,800 students from 132 countries and offers more than five hundred courses.



London W5

The Guardian's University Guide 2011 named TVU as the number one modern university in London for the second year running, it has a reputation for quality and excellence.



London SE1

London South Bank University is one of the capital's oldest universities, offering vocationally-orientated courses.



Middlesex TW7

The hospital is a teaching hospital of Imperial College School of Medicine and particularly credited for its maternity services and facilities.



London EC1V

The City University, the sixth most popular in the country, provides students with the knowledge required to succeed in the world of business.



London WC1

St Martins College of Art and Design has developed a reputation for pushing the boundaries of art, design and performance.

A SELECTION OF LONDON'S BEST SCHOOLS

CHRIST CHURCH CE JUNIOR SCHOOL

London W5

The Junior school has close connections with St Saviours Church.

ST BENEDICT'S SCHOOL

London W5

An independent Catholic school for boys and girls from nursery age through to 18.

THE ELLEN WILKINSON SCHOOL FOR GIRLS

London W3

Comprehensive school for girls aged 11 to 18.

EDWARDS LANGUAGE SCHOOL

London W5

Since 1990, this international language school has built a highly regarded reputation.

THE GODOLPHIN AND LATYMER SCHOOL

London W6

An independent school for 700 girls aged 11 to 18.

JAPANESE SCHOOL

London W3

Comprehensive school for boys and girls aged 6 to 16.

ROYAL BALLET SCHOOL

London W14

The most famous classical ballet school in the world. The school comprises a lower school (11-16) and an upper school from 16.

HARROW SCHOOL

Middlesex HA1

An independent school for boys in north-west London, spreading across twelve boarding houses from 10 to 18.

SYLVIA YOUNG THEATRE SCHOOL CITY OF WESTMINSTER

London NW1

An independent fee-paying stage school, in Marylebone, admitting both boys and girls from the ages of 10 to 16.

WESTMINSTER SCHOOL

London SW1P

This independent boarding and day school in Central London is for boys, with girls admitted in the sixth form.

ST PAUL'S SCHOOL

London SW13

The leading independent school for boys aged 13 to 18.



Dickens Yard is more than simply a prestigious new development. It is a vibrant new destination for London that sets standards even higher, combining modern design with a picturesque heritage environment.

These standards can be seen in the specifications of each apartment. With spacious balconies overlooking the piazza or the private landscaped gardens, the living space is designed for the discerning taste. The sense of luxury is continued with the facilities of a five star hotel style entrance and 24 hour* concierge service to assist the resident with any requirement, creating efficient solutions for the demands of a busy lifestyle.

These same exacting standards can be seen in the public piazza, with its landscaping and choice of restaurants, cafés and shops. Resident or visitor, Dickens Yard has everything to offer.

* Applicable once development is complete



DICKENS YARD BY ST GEORGE, LONDON'S LEADING RESIDENTIAL DEVELOPER

St George PLC has created some of London's most desirable destinations, combining urban chic with elegant living in a luxury development.

With a reputation for quality and service, St George specialises in creating stylish homes and interiors within innovative landscaped environments, delivering exquisite residential properties.

St George PLC has a diverse portfolio of developments including; **Imperial Wharf, London SW6**, the vibrant 32-acre riverside development, **Battersea Reach, London SW15**, the award winning development on the rivers' edge, **St George Wharf, London SW8**, London's most central riverside development and the exciting **Parkwest, London UB7**.

Visit www.stgeorgeplc.com



A VISION FOR THE FUTURE

St George is leading the way in sustainable development. The first property developer to be granted 'The Queen's Award for Enterprise: Sustainable Development' in 2002 and further awarded to Berkeley Group Holdings plc in 2008. St George have played a major part in regenerating brownfield land and have contributed to the revival of the landscape, creating thriving new communities in attractive landscaped environments.

The Company's vision for 2020 is based on continued commitment to sustainable development.

Exterior photography taken from other St George developments for illustrative purposes only

The vision for 2020 describes how St George will manage the environmental, social and economic responsibilities for the future. The commitments set out include;

Creating new wildlife habitats

The natural environment will be enhanced. Rooftop gardens and landscaping has been designed to provide additional green space.

Using resources efficiently

Developments are on previously used sites reflecting a commitment to make the best use of a precious resource.

Building strong communities

As in the past, without exception, facilities will be created to help build a vibrant and balanced community.

Enhancing local facilities

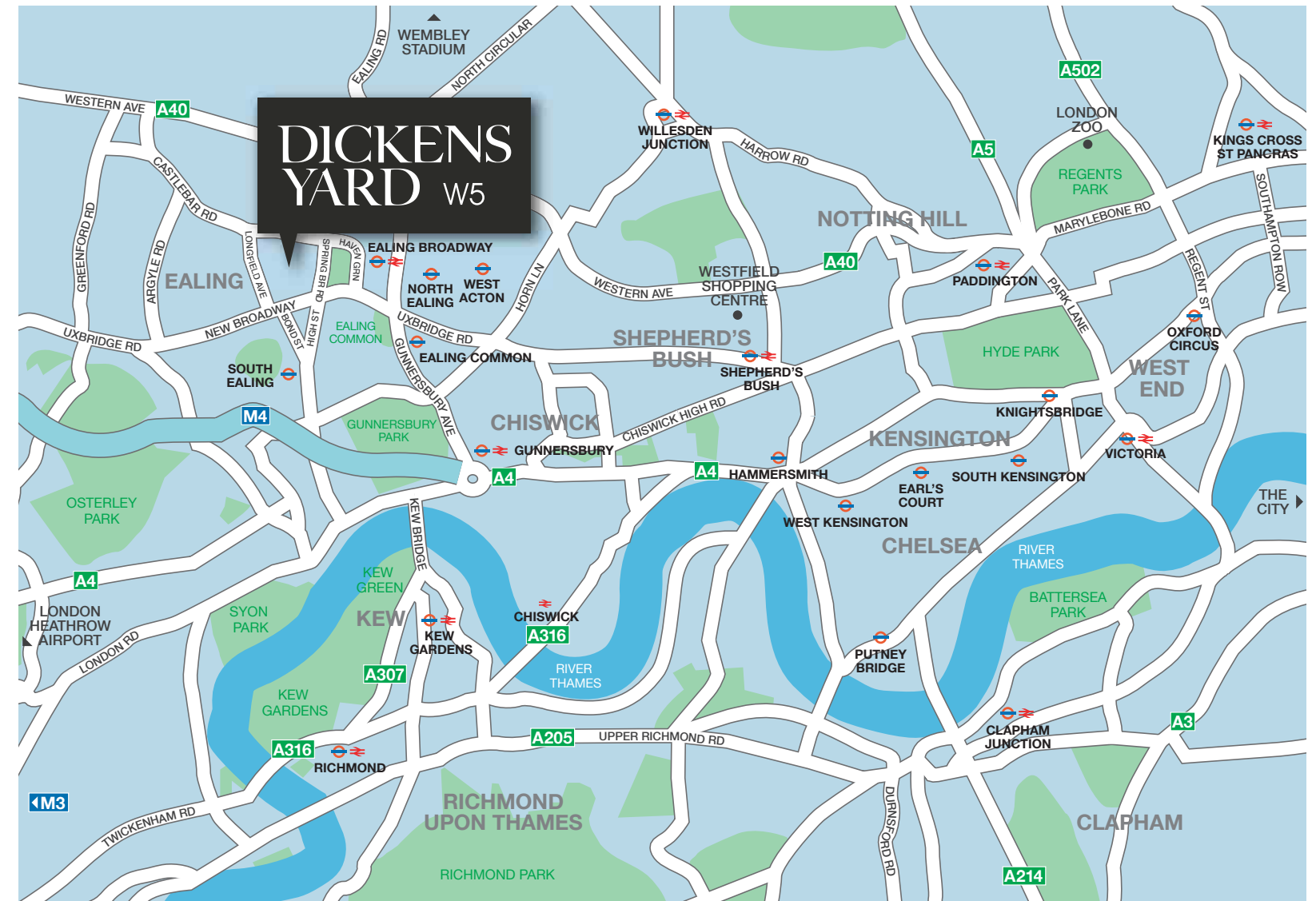
A significant contribution will be made by enhancing local facilities through the creation of homes and commercial space, enhanced transport facilities and new public realms.

Boosting jobs and the local economy

Additional retail space, restaurants and shops create significant employment opportunities.

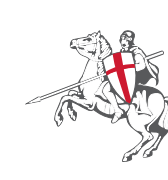
Creating places to live and play

Places will be created where people can live safely and healthily. Public areas with pedestrian and cycle paths will provide new places for people to experience and enjoy.



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www.dickens-yard.co.uk

Email: dickensyard@stgeorgewl.com



St George
Designed for life



Maps are not to scale and show approximate locations only. The information in this document is indicative and is intended to act as a guide only as to the finished product. Accordingly, due to the St George policy of continuous improvement, the finished product may vary from the information provided. These particulars should not be relied upon as accurately describing any of the specific matters described by any order under the Property Misdescriptions Act 1991. 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. Dickens Yard and The Belgravia Apartments are marketing names and will not necessarily form part of the approved postal address. Applicants are advised to contact St George to ascertain the availability of any particular property. T369/08CA/0111



This paper has been independently certified as meeting the standards of the Forest Stewardship Council (FSC), and was manufactured at a mill that is certified to the ISO14001 and EMAS environmental standards.

www.dickens-yard.co.uk