

West Central  
W3



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Contemporary 1 & 2 bedroom apartments

GUNNERSBURY LANE | ACTON | W3 9BP



# acton's hottest property

## West Central W3

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West Central is hot property. This stylish development of 1 and 2 bedroom apartments blends luxury with practicality in a superb location within the heart of West Acton's sought after Conservation Area. This residential and commercial enclave celebrates the town's Victorian and Edwardian heritage and promotes this area's special architectural and historic interest.

This iconic new development offers a contemporary design solution to compliment the existing street scenes and is perfectly situated to take advantage of everything London has to offer. West Central provides spacious living accommodation with stylish, modern internal designs in a range of layouts.

Bustling Acton provides a host of shops, restaurants, cafés and bars – everything that you need for a great night out with friends or take advantage of picking up fresh groceries on your way home from the office, and enjoy cooking in your apartment's brand new kitchen. Acton has evolved to be a place built for busy social people who want to be close to everything. The nine screen cinema complex at nearby Royale Leisure Park is well located if you want to catch the latest blockbuster, whilst if you are more active, there are a number of sports centres close by, as well as a Fitness First gym.

West Central is all about contemporary lifestyles. It's what you want your home to be, just where you like it. It's all about you.

# within touching distance

West Central is at the hub of the neighbourhood compass that is rich in both convenience and leisure. You'll find the celebrated Westfield Shopping Centre with its comprehensive selection of luxury stores, restaurants, bars and cinema nearby. Acton High Street will be at your fingertips for everyday needs, whilst Gunnersbury Park is just down the road and Kew Gardens is about 20 minutes by tube, so wide open spaces are a plenty.

The buzzing bars and restaurants, as well as unique boutiques and shops selling chic antiques on Chiswick High Road are also on your doorstep. Venture only a little further and you can take a stroll down Chelsea's Kings Road – it's that easy!

Commuters are well served with trains to London Paddington in as little as 9 minutes from Acton Central station, or jump on the tube at Ealing Common and be in Victoria in under 30 minutes. Heathrow airport is also close by for frequent flyers via the A4, which then leads West onto the M4 and M25.

Take your time. Live in West Central, and life will just fall into place.

\*Source from mapsgoogle.co.uk and tube times from Transport for London.

Ealing Common  
Tube Station  
**9 mins** walk\*

Acton Town  
Tube Station  
and Bus Routes  
**5 mins** walk\*

Westfield Shopping centre  
**12 mins** by car\*

Acton Central Rail  
and Tube Station  
**13 mins** walk\*

Kings Road, Sloane Square  
**20 mins** on the District Line\*

Chiswick Park Tube for  
Chiswick High Road  
**5 mins** on the District Line\*

Kew Gardens  
**20 mins** on the  
District Line\*

Piccadilly Circus for  
shopping and the West End  
**23 mins** on the Piccadilly Line\*

Acton South Tube Station  
**18 mins** walk\*

Heathrow airport  
**32 mins** on the  
Piccadilly Line\*

Monument for  
The City of London  
**40 mins** on the  
Piccadilly and  
District Lines\*

Wembley Stadium  
**40 mins** on the  
Piccadilly and  
Metropolitan Lines\*

Stratford  
(Olympics 2012)  
**60 mins** on the  
Piccadilly and  
Central Lines\*



Bond Street Shopping



Acton Town Tube Station



Westfield Shopping Centre



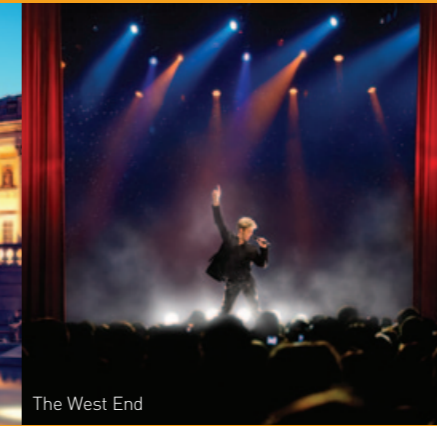
Heathrow Airport



Computer generated image was used during the planning process and is indicative only and subject to change.



Trafalgar Square



The West End

# just west of centre

Live in West Central W3 and you'll benefit from four local underground stations and three well connected mainline railway stations. You can travel overland or head underground on the Piccadilly, District or Central lines, moving swiftly across the capital in a matter of minutes.

The West End is world renowned for galleries, museums, theatre-land and unrivalled shopping - all this is just a stone's throw away from West Central. Visit Camden Market, gigs at the O2 Greenwich Peninsula, Docklands and the Olympic Games in 2012. There is so much to explore. Head out to Notting Hill, stroll along the unique shops on Portobello Road or even visit the majestic Wembley Stadium.

Wherever you choose you will quickly appreciate that in reality West Central W3 won't just put everything within reach, but it will put you on the map.

# an investment in lifestyle

Buy to live in or buy to let out, West Central is a very impressive prospect. All the apartments here come with the built-in assurance of Crest Nicholson's award winning aftercare and extensive warranties and offer a quality of life that doesn't cost the earth.

## BUY TO LIVE

West Central W3 offers the advantages of a new build property in a prime location - A great investment. The 1 and 2 bedroom apartments here don't just look good, they're being constructed to exacting environmental and design specifications. Buy here and you won't need to spend more on maintenance.

It's the perfect time to get yourself on the property ladder, so be quick and take advantage of one of these stunning apartments with a private balcony or terrace to many apartments. What's more, imagine watching the sunset over the London skyline from one of the expansive top floor terraces to selected apartments, which also overlook the landscaped inner courtyard.

Should you need a car in what is such a great place for public transport links, there is covered parking, subject to availability, as well as secure cycle stores for those who wish to lead a more sustainable lifestyle. Alternatively, you could choose to join a Car Club so you can enjoy all the benefits of a car, without the cost of owning and running one.

There is also lift access to all floors, as well as a video entry system for added peace of mind.

Everything works, everything is purpose built, and everything is built to last. As a place to put down roots, West Central W3 makes perfect sense.



Houses of Parliament

30, St Mary Axe 'The Gherkin'

## BUY TO LET

As a buy-to-let opportunity, the benefits of investing at West Central W3 are numerous. These apartments are extremely attractive to potential tenants due to their convenient location close to transport links and local amenities. Furthermore, their contemporary design and the build quality that is synonymous with a Crest Nicholson home, sets them apart from the competition.

Consider the growing stature of London as a global destination, cultural powerhouse and business hub. The future investment potential of the city can not be understated and the enduring legacy of the 2012 Olympics will also add to London's kudos across the world.

What with the many London commuters renting locally, as well as those who are unable to live in this sought after area due to lack of supply, demand for low maintenance and centrally located new apartments is massive. Then there are the many local colleges and universities, all of which have domestic and foreign students looking for quality new homes with long term lets.

The investment yields from well heeled commuters are excellent and we can even help with tailored furniture packages so that your tenants can just move in, as well as managing agents - perfect if you are a busy absent landlord or are based overseas.

So as London grows, your investment grows and in an age where returns from the banks are at record lows, West Central W3 is a perfect place for your money.

# the seal of excellence

At Crest Nicholson we continue to build attractive new homes that satisfy our customer's needs, whilst successfully combining classic design and construction techniques with the use of sustainable materials and state-of-the-art technology.

Based on almost 50 years experience of creating award winning homes and vibrant mixed-use developments, we have long realised that bricks and mortar are just part of creating an area's most sought after address. New homes are about the people who live in them and that is why we ensure every individual home, its surroundings, links to local amenities and public transport, not only meet but also exceed our customer's lifestyle expectations.

Every Crest Nicholson home has been thoughtfully designed to maximise space and create light filled interiors with a variety of complementary and highly individual external finishes. A combination of classic or contemporary architecture and creative design has also encouraged the use of modern materials and construction techniques. This has helped us develop homes of all types and sizes, that are both attractive and provide

exemplary levels of comfort and energy efficiency. And, this is why 99% of Crest Nicholson home owners\* are proud to own their home and happy to recommend its build quality and lifestyle benefits to their friends.

Recognising our desire to satisfy customer needs, support local community regeneration and deliver homes that help their occupiers adopt a more sustainable lifestyle, we have been bestowed with the Queen's Award for Enterprise and Sustainable Development.

This accolade, combined with a string of other industry design awards, including more CABA Gold Building for Life Awards than any other developer, continues to both reaffirm our success in the design and delivery of attractive, environmentally aware homes and our position as one of the UK's leading developers.

Small wonder that the discerning homebuyer appreciates the difference to be enjoyed in a Crest Nicholson home.

\* NHBC/HBF Customer Satisfaction Survey



Harbourside, Bristol by Crest Nicholson

Q2, Reading by Crest Nicholson



Nautical School in London SE1 by Crest Nicholson





# luxury and practicality

## INTEGRATED APPLIANCES

The oven, hob with extractor hood, fridge/freezer and dishwasher are all integrated to maintain a sleek contemporary kitchen design. All appliances are A-rated and combine high performance with low energy use.

## GENEROUS STORAGE

The generous storage includes both floor and wall-mounted units which provide plenty of capacity in both cupboards and drawers.

## RECYCLING FACILITIES

An under-sink triple-recycle bin slides out for easy access.

## TASK LIGHTING

To ensure you have the best light for food preparation, you'll find precisely positioned task lighting including low energy downlighters and under-cabinet lighting. This provides lighting exactly where it's needed with no wasted light, electricity or cost.

## WATER EFFICIENCY

All kitchens are fitted with contemporary and water-saving Hansgrohe mixer taps. These mix air with water to provide the water you need while reducing the amount of water you use. A saving in water, energy and costs.

## A FEELING OF QUALITY

Smooth to the touch yet tough enough to cope with anything that you put on them. Our quality worktops come in laminate as standard and there is a range of granite, composite/quartz and natural wood finishes that you can upgrade to subject to the stage of construction.

## SMOKE DETECTORS

As a standard safety feature, BSI kitemark approved responsive smoke detectors are fitted in every Crest Nicholson apartment.

## CONTEMPORARY FINISH

All bathrooms are carefully designed with timeless fully fitted white Roca bathrooms suites – easy to co-ordinate and to decorate around.

## DUAL FLUSH TOILETS – LESS WATER THAN OLDER MODELS

Dual flush toilets are standard in all the bathrooms. They use a third less water than older models and reduce your water bill.

## HEATED TOWEL RAIL

Stylish chrome towel rails in bathrooms provide additional heat, as well as effective towel storage.

# your specification

## KITCHENS

- A choice of beautiful fully fitted kitchens\* with laminate worktops
- Ceramic four-ring hob with chimney hood and built-in single or double oven\*\*
- Bosch integrated fridge/freezer and dishwasher
- Space for washing machine\*\*\*
- Stainless steel 1 1/2 bowl under-mounted sink with chrome monobloc tap
- Recycling bins to one kitchen cupboard

## BATHROOMS & EN SUITES

- Fully fitted Roca sanitaryware in white
- Chrome Hansgrohe taps and shower fittings
- Choose from a selected range of Saloni ceramic wall tiles\* including:
  - Tiling to hand basin splashback in en suites and full height tiling around shower enclosures
  - Full height tiling to three sides of the bath and half-height tiling to appliance walls in the bathroom

## JOINERY & DOORS

- White painted satin finish architraves and skirting boards
- High performance external doors and windows, finished in grey with chrome ironmongery

## DECORATION

- Smooth finish white painted ceilings
- Dulux Gardenia painted walls to all rooms
- Wardrobes to bedroom 1
- Spacia flooring from Amtico to kitchen, bathroom and en suite

## VENTILATION

Each apartment will have a mechanical ventilating heat recovery unit, which provides continuous extraction and a stream of slightly warmed fresh air into your home. The unit uses minimal energy and warms the air by way of its heat exchanger and a boost facility is also provided

## CENTRAL HEATING

- Panel heaters with thermostatic controls
- Chrome towel rail to bathrooms

## ELECTRICAL

- Low energy downlighters fitted to kitchen only, bathrooms and en suites have batten sets, whilst all other rooms have pendant lighting
- Concealed low energy task lighting to underside of wall units
- TV/FM and SKY+ points provided to living room and bedroom 1 (Subject to customer subscription to SKY product)
- Telephone points to hall area, living room and bedroom 1
- Shaver socket to bathroom and en suite
- Power points throughout

## SECURITY AND PEACE OF MIND

- Door entryphone video system linked to main entrance
- Sealed unit double glazed windows to ensure minimal heat loss and good sound insulation

## WARRANTY & AFTER SALES CARE

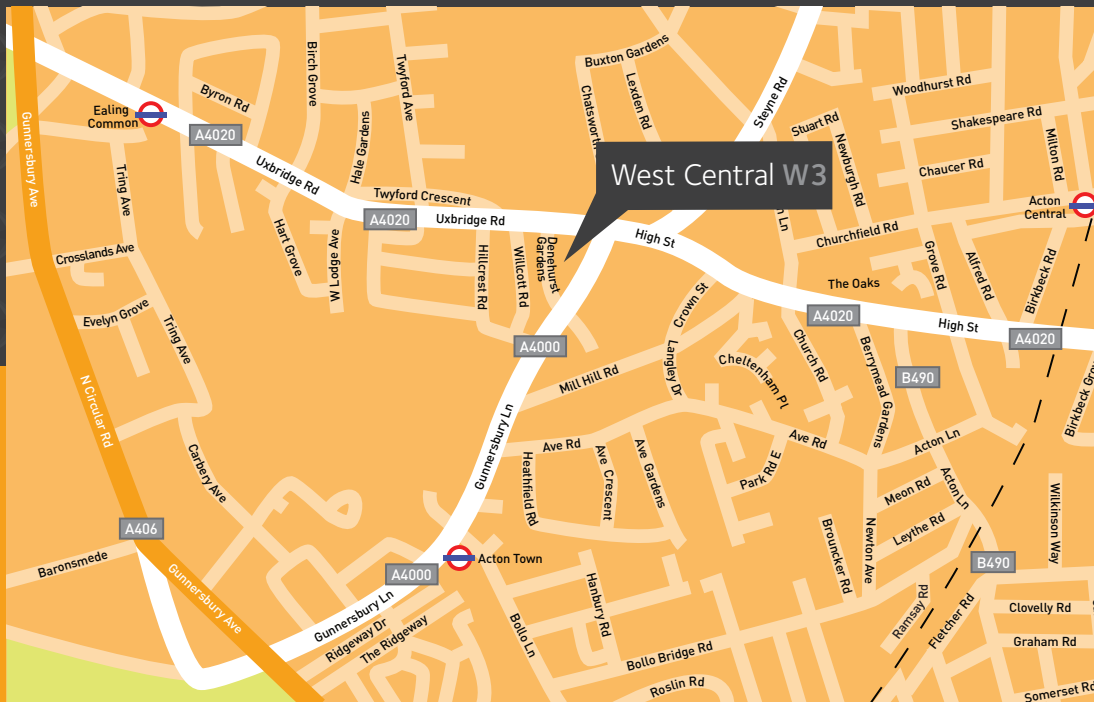
- Complete NHBC 10 year warranty against structural defects
- Thorough demonstration of your new home before it is handed over to you
- Support from a dedicated customer care service team for 2 years

\*Subject to stage of construction. \*\*Double oven to apartments over 1050 sq ft in size. \*\*\*Washing machine located in the hall cupboard to some apartments.





Crest  
NICHOLSON



## West Central W3

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For further information please call 0870 755 1647

Alternatively, please email: [westcentral@crestnicholson.com](mailto:westcentral@crestnicholson.com)

[www.crestnicholson.com/westcentral](http://www.crestnicholson.com/westcentral)

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