

FIFTY
**BROOK
GREEN**



LONDON
SQUARE

IN

TOTAL SERENITY

A TRANQUIL ENCLAVE

IN THE HEART OF WEST LONDON, THE TIMELESS
ELEGANCE OF BROOK GREEN CREATES AN
ATMOSPHERE OF SERENITY.

Standing elegantly within this peaceful oasis is **Fifty Brook Green** — a gated collection of 1–4 bedroom apartments, duplexes, triplexes and freehold mews houses.

A prestigious address, Fifty Brook Green is for those who cherish timeless heritage, discreet gated privacy, and effortless access to the city's finest offerings.



WHERE CITY MEETS SERENITY

Nestled within walking distance of Holland Park and Kensington, Brook Green is one of West London's most desirable residential sanctuaries. Tree-lined avenues and architectural heritage infuse the area with village charm, yet the excitement of the city is always within reach.

At the heart of Brook Green lies an enchanting green space, ideal for peaceful walks with a coffee in hand, purchased from one of the many local cafés.



A GATED HAVEN

Fifty Brook Green envelopes residents in privacy, offering a serene, exclusive and peaceful home life.

From gated access to a private courtyard, the residence fosters a rare atmosphere of tucked-away tranquillity.

PINNACLE OF STYLE

Step out from the serenity of Brook Green and straight into London's most renowned retail destinations.

Whether you're searching for a thoughtful gift or a new wardrobe staple, explore from a prestigious range of luxury shops in nearby Knightsbridge, Sloane Street, Sloane Square and The Village at Westfield, Europe's largest shopping centre.





A WORLD OF
**EXQUISITE
FINE DINING**



KITCHEN W8
5 MIN DRIVE

BELVEDERE, HOLLAND PARK
6 MIN DRIVE



SOHO HOUSE, WHITE CITY
6 MIN DRIVE

ENDO AT THE ROTUNDA
7 MIN DRIVE

THE HARWOOD ARMS
8 MIN DRIVE

GOLD NOTTING HILL
9 MIN DRIVE



CORE BY CLARE SMYTH
9 MIN DRIVE

CLAUDE BOSI AT BIBENDUM
12 MIN DRIVE



RESTAURANT GORDON RAMSEY
14 MIN DRIVE



AMAYA
15 MIN DRIVE



VIBRANT AVENUES

Nine minutes away by car, or reached within a leisurely 35-minute walk, Notting Hill invites you to meander down its scenic streets, where pastel-coloured houses and welcoming dining spots offer a picture-perfect setting for your weekend excursion.

MAJESTIC GREEN SPACES

Awaiting your exploration, London's most iconic parks and picturesque gardens are just a 20-minute walk away.

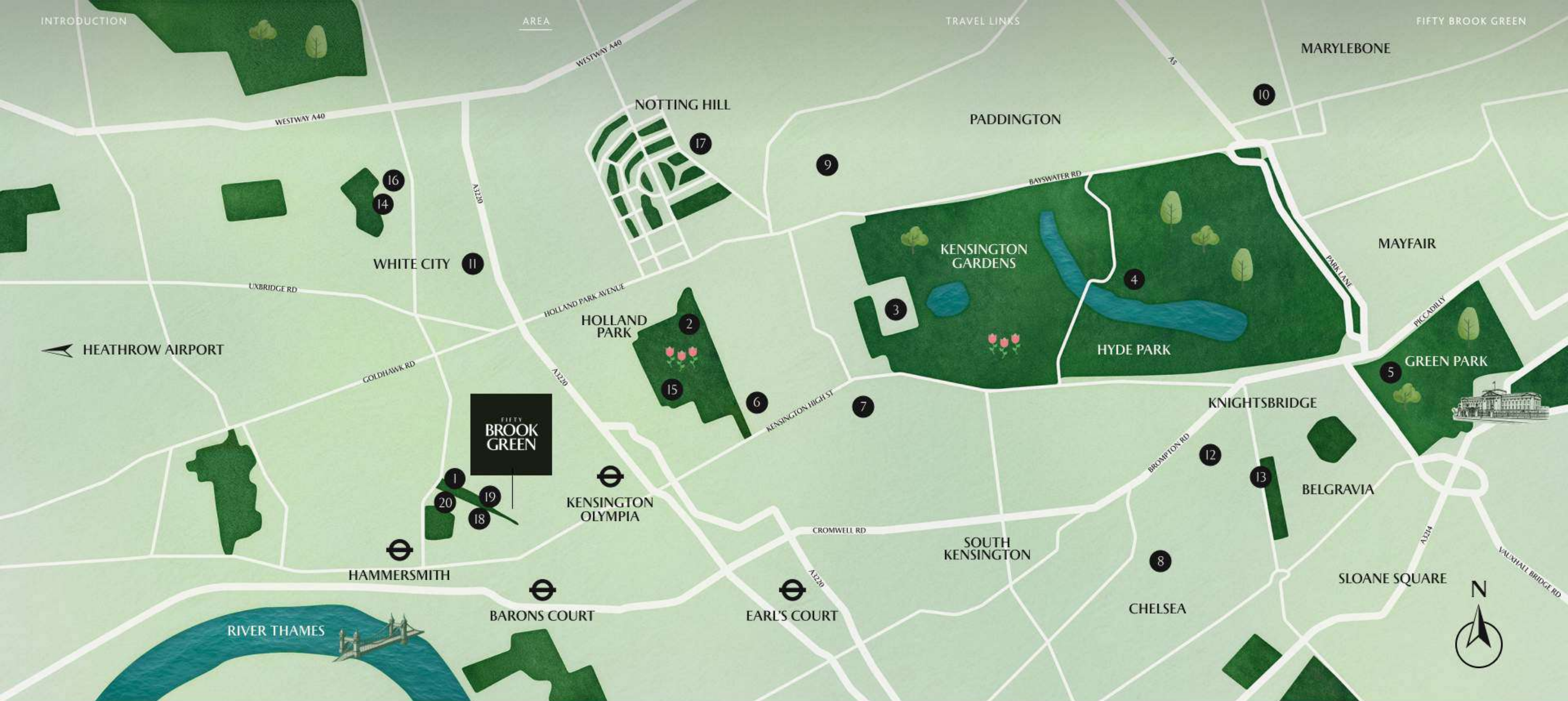
Spend summer weekends strolling through the beautifully landscaped grounds at Holland Park and Kensington Palace Gardens, or enjoy picnics with company in the vast openness of Hyde Park.



RIVERSIDE CALM



Just a 20-minute walk from Brook Green, the River Thames is more than an iconic landmark — it's a way of life. From tranquil riverside walks to the refined eateries and cultural landmarks that line its banks, the Thames offers a dynamic yet timeless backdrop to life.



PARKS

- 1 BROOK GREEN
1 MIN WALK
- 2 HOLLAND PARK
19 MIN WALK
- 3 KENSINGTON PALACE GARDENS
1.8 MILES
- 4 HYDE PARK
3 MILES
- 5 GREEN PARK
3.2 MILES

FITNESS

- 6 KARVE PILATES
1 MILES
- 7 EQUINOX KENSINGTON
1.3 MILES
- 8 KX CHELSEA
2.8 MILES
- 9 HEARTCORE BAYSWATER
3.4 MILES
- 10 NOBU PILATES
3.7 MILES

SHOPPING

- 11 WESTFIELD WHITE CITY
1.0 MILES
- 12 KNIGHTSBRIDGE
2.7 MILES
- 13 SLOANE STREET
3.2 MILES

CUISINE

- 14 SOHO HOUSE, WHITE CITY
6 MIN DRIVE
- 15 BELVEDERE, HOLLAND PARK
6 MIN DRIVE
- 16 ENDO AT THE ROTUNDA
7 MIN DRIVE
- 17 GOLD, NOTTING HILL
9 MIN DRIVE

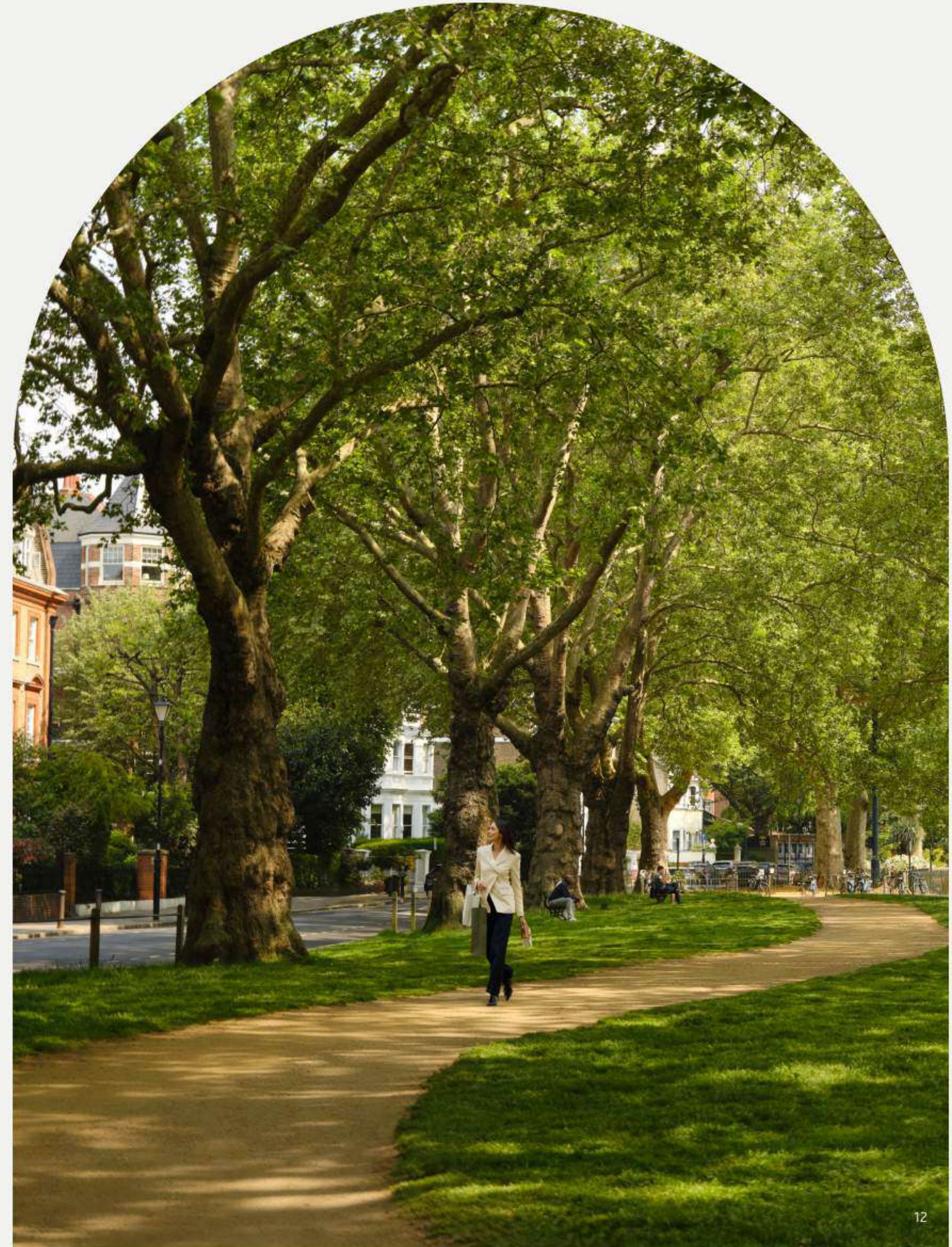
EDUCATION

- 18 ST. PAUL'S GIRLS' SCHOOL
2 MIN WALK
- 19 ECOLE FRANÇAISE DE LONDRES
2 MIN WALK
- 20 BUTE HOUSE PREPARATORY
6 MIN WALK

A NATURAL ESSENCE

Since the beginning, Brook Green has been deeply intertwined with nature. The name 'Brook' evokes the memory of a gentle stream that once carved through the verdant landscape.

Originally part of the Manor of Fulham, the largely-rural Brook Green was home to market gardens and blooming orchards, framed by a background of open fields.



DISTINGUISHED EDUCATION

BROOK GREEN IS AN ESTEEMED ADDRESS FOR FAMILIES SEEKING EXCEPTIONAL EDUCATION.

Fifty Brook Green sits within a 15-minute walk of four 'Outstanding' Ofsted-rated primary schools and three 'Outstanding' Ofsted-rated secondary schools.

At the heart of the area's academic landscape is the prestigious St Paul's Girls' Secondary School, recognised as The Sunday Times Independent School of the Year for Academic Excellence, 2025.

Brook Green's educational offerings are further enriched by the following independent schools, providing students with a top-tier academic experience:

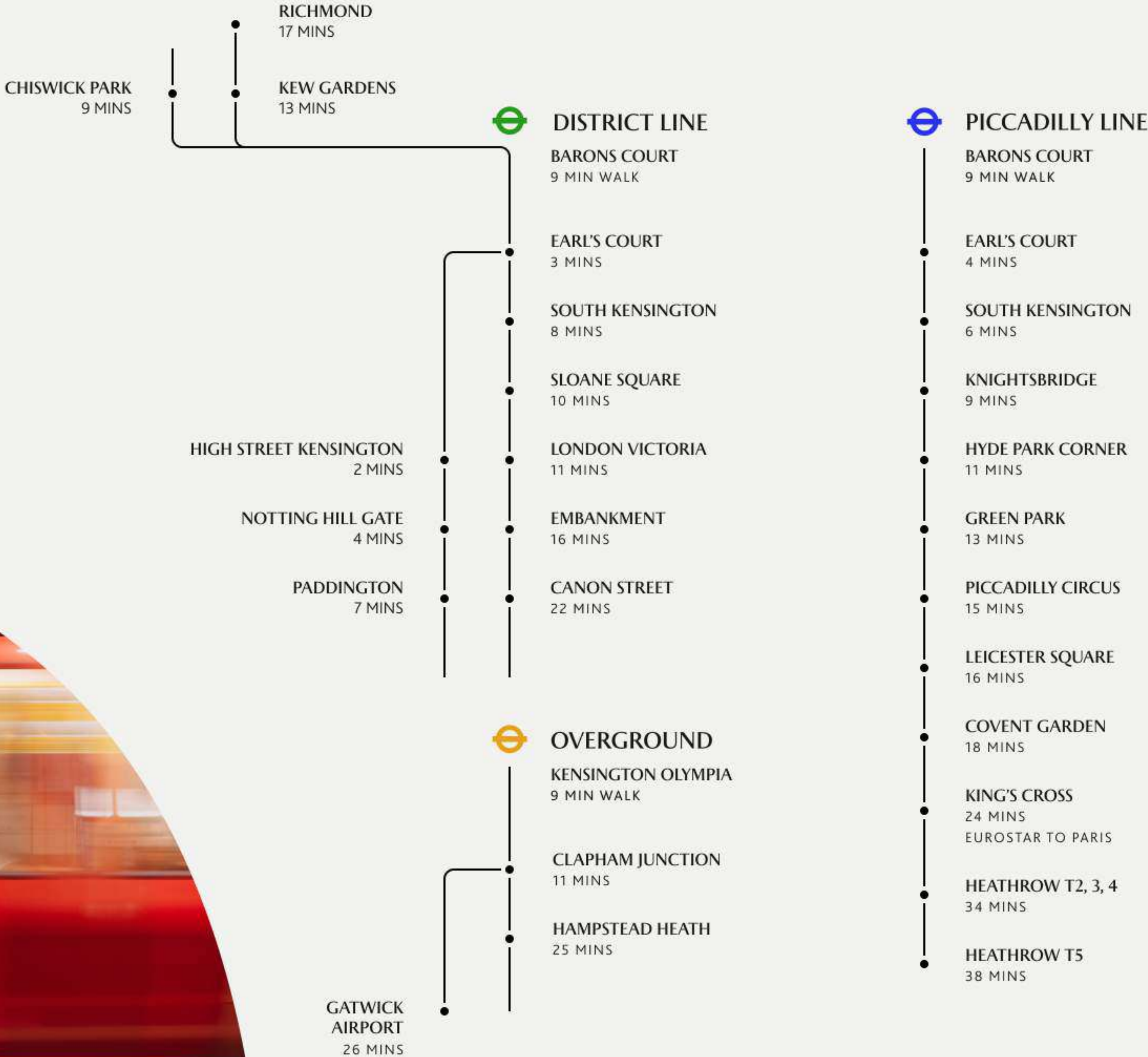
- Bute House Preparatory School
- St James Preparatory School
- The Godolphin and Latymer School

For higher education, seven of London's top 10 universities can be reach within 45 minutes.

St Paul's Girls' School

THE CITY AWAITS

Brook Green enjoys a prime location near Barons Court, Kensington Olympia and Hammersmith stations, seamlessly connecting you to the London Underground and Overground. Walk to the stations in as little as 10 minutes, exchanging the peace of Brook Green for the city's bustling energy.







Fifty Brook Green breathes new life into five former Victorian school buildings that once stood at the heart of local education, welcoming students until the early 1980s.

While the architectural heritage is perfectly preserved, landscaped nature and modern amenities instill a sense of contemporary elegance.

TIMELESS DESIGN

Today, the gated residences at Fifty Brook Green preserve the school's high beamed ceilings and large Victorian windows, allowing cascades of natural light to infuse the rooms with warmth.



A BALANCED LIFESTYLE

Nestled amid the tranquil outdoor spaces, the Wellness Suite is a serene and inspiring sanctuary, complete with a boutique yoga and pilates studio, curated changing facilities and spa-quality showers, and a state-of-the-art gym boasting cutting-edge equipment.



FOR YOUR COMFORT

Our distinguished concierge, available daily from 8am to 8pm, ensures every aspect of your lifestyle is seamlessly orchestrated, welcoming guests, overseeing deliveries, arranging travel, securing reservations, and managing keys.













THE DETAILS

KITCHEN DESIGN

- Brushed Gunmetal kitchen tap for boiling, hot, cold filtered water
- Brushed Gunmetal single bowl undermount sink to 1 and 2 bedroom apartments
- Brushed Gunmetal one and a half bowl undermounted sink to 3 and 4 bedroom apartments
- Bespoke oversized handleless kitchens with integrated feature lighting
- Oak-finish high-level cabinets with feature glazed display units
- Hidden pantry cupboards to selected apartments only

WORK SURFACE, SPLASHBACKS & ISLANDS

- Marble-effect composite work surface and splashback

BATHROOM AND EN-SUITES

- Bespoke oak-finish vanity, offering spacious storage with vessel sink
- Arched mirrored cabinet with shaver socket and feature accent lighting
- Villeroy & Boch sanitaryware
- Gessi brushed black metal brassware
- Large format porcelain tile to floor and matching tile to walls
- Full height tiling to bath and shower surrounds with feature niche including ambient mood lighting

APPLIANCES

Integrated Siemens appliances to include:

- Downdraught hob
- Microwave
- Oven
- Warming drawer (3 and 4 bed apartments only)
- Dishwasher
- Fridge/Freezer
- Separate full-height fridge and freezer (selected apartments only)
- Beverage cooler

- Matching marble-effect composite island unit to selected apartments

- Full height feature travertine tile to bath or shower area
- Baths where applicable benefit from ceiling fixed shower head, wall-mounted handheld shower and toughened grey reeded glass bath screen
- Showers where applicable benefit from ceiling fixed shower head, wall-mounted handheld shower and toughened grey reeded glass shower screen
- Electric heated towel bars to bathrooms and en-suites



GENERAL SPECIFICATION

- Single palette
- Feature Victorian-style oversized panelled internal doors and architraves
- Painted oversized feature skirting
- Alexander Wilks dark bronze finish ironmongery
- Original feature arched front entrance doors to selected apartments
- Oak-finish oversized front entrance doors
- Bespoke fitted wardrobes with tea-tray style oversized doors with soft close, hanging rail and shelf with ambient lighting (to selected bedrooms)
- Coat cupboards where applicable with matching tea-tray oversized doors
- Feature geometric iron stair balustrade where applicable with complementary handrail, newel posts and oak-finish treads
- Engineered wood flooring to living, kitchen, dining areas, hallway and bedrooms
- Siemens Washer/Dryer to utility cupboard
- Separate Siemens Washer and Siemens Dryer (3 and 4 bed apartments only)

MECHANICAL AND ELECTRICAL

- Dark bronze toggle light switches and dimming switches
- White matt finish sockets throughout with USB sockets in principal bedroom and living area
- Downlighters with dimming function where applicable throughout with provision for feature pendant lighting to kitchen island, dining areas and bedrooms
- TV and data point to living area and principal bedroom
- Video phone door entry system to apartments only
- Wired video doorbell* for ground floor apartments with direct access and mews houses
- Comfort cooling, heating and mechanical ventilation provided via wall vents to living, kitchen, dining and bedrooms
- Individual zone controls and thermostats to all rooms
- Electric underfloor heating to bathrooms and en-suites

CLOAKROOM

- Bespoke oak-finish vanity, offering spacious storage with vessel sink
- Arched mirror with feature accent lighting
- Villeroy & Boch sanitaryware
- Gessi brushed black metal brassware
- Large format porcelain tile to floor and matching large format tile to walls.
- Electric heated towel bar

EXTERIOR

- Sash windows where applicable replicating original heritage design
- Arched feature doors to communal entrances and apartments with direct access and mews houses
- Original brickwork retained and where applicable new brickwork to colour match the existing
- Where applicable patios and terraces with natural stone pavers with steel privacy railings
- Outside wall-mounted lighting to compliment original lighting design
- Private gated development, accessed via concierge where applicable and door entry system





AN INSPIRED COLLECTION

The homes at Fifty Brook Green unfold across five beautiful former school buildings. Each has been given a nature-inspired name that echoes the timeless beauty of its surroundings and exalts the development's tranquil charm.



SUSTAINABLE LIVING IN THE CAPITAL

By embracing innovative design and prioritising sustainability, we aim to build communities where people want to live, now and in the future.

SOCIAL

We focus our efforts on building sustainable communities as they are at the heart of who we are and what we do.

We are proud to be a Living Wage Employer and accredited with the Greater London Authority's good work standard.

CARBON

We will work to build net zero carbon homes by 2030, decreasing our greenhouse gas emissions year on year.

WASTE

We will continually strive to reduce, re-use and recycle, recycling a minimum of 98% of our construction waste.

BUSINESS ETHICS

We will continue treating our suppliers and customers fairly.

REPORTING

We will continue to pay fair taxes.

ENVIRONMENT

We continue to innovate in order to secure a sustainable future for all.

We focus heavily on ways we can reduce our impact on climate change and the pressures put on the earth, nature and our precious resources.

CORPORATE GOVERNANCE

We will continue to be well governed and do business in a clear and transparent manner.

NATURAL RESOURCES

We will continue to source materials with the least environmental impact, reduce water consumption and increase biodiversity.

COMMUNITIES

We will keep building sustainable communities where people can live, work, learn and play.

GOVERNANCE

We are committed to increasing diversity at all levels of our organisation, including our Executive Board.

However, the board is supported by a strong team, with a higher than industry average representation of female and BAME employees.

EMPLOYMENT

We will remain an outstanding employer that people want to work for.

INCLUSION

We will continue to be an inclusive employer of choice and create developments that foster inclusion in the community.

CONSUMER CODE

We subscribe to and comply to the consumer code for new homes.





London Square is dedicated to providing a world-class customer journey through personalised communication. We ensure our homes are designed to deliver exceptional quality down to the finest detail.



DISCLAIMER: This document is intended to provide an indication of the general style of our development and apartment types. Computer generated images are indicative only and do not accurately depict individual plots. London Square operates a policy of continuous development and individual features such as windows and elevational treatments may vary from time to time. To this end, any drawings, photographs or illustrations shown are non-contractual. All room dimensions shown are accurate to within a 5% tolerance, they are not intended to be used for carpet sizes, appliances, spaces or items of furniture. All furniture is indicative and not supplied. Whilst every endeavour has been made to provide accurate information in relation to internal and external finishes, the Company reserves the right to change supplier and alter or vary the design and specification at any time for any reason without prior notice. Consequently, these particulars should be treated as general guidance only. Nor do they constitute a contract, part of a contract or a warranty. Travel times and distances are approximate and are sourced from Google Maps and Citymapper from Fifty Brook Green. All details are correct at the time of going to print. October 2025.

FOR CITY TRANQUILLITY

I launched London Square in 2010, inspired by the heritage of the capital's famous squares – landmarks renowned for their legacy and community.

Now part of the Aldar Group of companies, London Square and Aldar are committed to creating world-class developments, anchored in high quality design, sustainability, and customer service excellence – building award-winning homes where people really want to live.

We are proud to be at the heart of delivering much-needed new homes and communities, revitalising forgotten, neglected corners of Greater London and beyond in key commuter locations. Our developments are in well-connected districts, close to good transport links, excellent schools and local amenities. The homes we build range from apartments for first-time buyers to smart family homes, from grand restorations and conversions to contemporary, destination developments. We also build affordable homes for shared ownership and rent through our independent housing provider, Square Roots.

Our latest new prime address – Fifty Brook Green – showcases London Square's exceptional expertise in the restoration and conversion of a magnificent former Victorian school building, with original period arched windows, vaulted high ceilings and bespoke detailing, set in lush gardens with British oak furniture by Gaze Burvill, makers of a spectacular bench for London Square's Gold medal-winning garden at the RHS Chelsea Flower Show.

We are delighted to be working within the London Borough of Hammersmith and Fulham, where we delivered one of our first developments over 10 years ago. We are already working with existing residents and businesses around Brook Green, investing in the local economy to make a positive difference to people's lives – embodying the spirit of London Square.



ADAM LAWRENCE
CHIEF EXECUTIVE



LONDON
SQUARE