



190 STRAND

LONDON WC2

ELITE
COLLECTION

St Edward
Designed for life





A WORLD CLASS LOCATION

In the heart of Central London, 190 Strand is just moments from the River Thames, Covent Garden, the Houses of Parliament and Trafalgar Square. Perfectly located for access to culture

and entertainment, fashion and shopping, hotels and fine dining, as well as being within close proximity to a range of London's educational centres of excellence.





190 Strand marks out a distinctive new presence in this historic location. The buildings façade draws on the influence of its grand neighbours and features a delicate filigree design and dramatic ground-level colonnade that blends seamlessly with the buildings in the immediate area.

On the boundary of the City of London and the fringes of the capitals theatre scene, and flanked by two of the world's finest universities – King's College and the London School of Economics and Political Science, these diverse influences all define the character of the building.



LOCATION MAP

PLACES OF INTEREST

- 1 Cleopatra's Needle
- 2 Old Bank of England
- 3 Royal Courts of Justice
- 4 St. Clement Danes Church
- 5 Trafalgar Square
- 6 Oxo Tower
- 7 St Paul's Cathedral

FINE DINING

- 8 Christopher's
- 9 The Delaunay
- 10 J Sheekey
- 11 Rules
- 12 Simpson's-in-the-Strand
- 13 The Ivy

ART & CULTURE

- 14 Somerset House
- 15 National Gallery
- 16 National Portrait Gallery
- 17 Tate Modern

HOTELS

- 18 One Aldwych
- 19 The Savoy Hotel
- 20 St. Martin's Lane

THEATRES

- 21 Adelphi Theatre
- 22 Aldwych Theatre
- 23 Lyceum Theatre
- 24 Theatre Royal Drury Lane
- 25 National Theatre

EDUCATION

- 26 King's College London
- 27 London School of Economics and Political Science
- 28 Royal Ballet School
- 29 The City Law School
- 30 The Courtauld Institute of Art
- 31 University of the Arts London

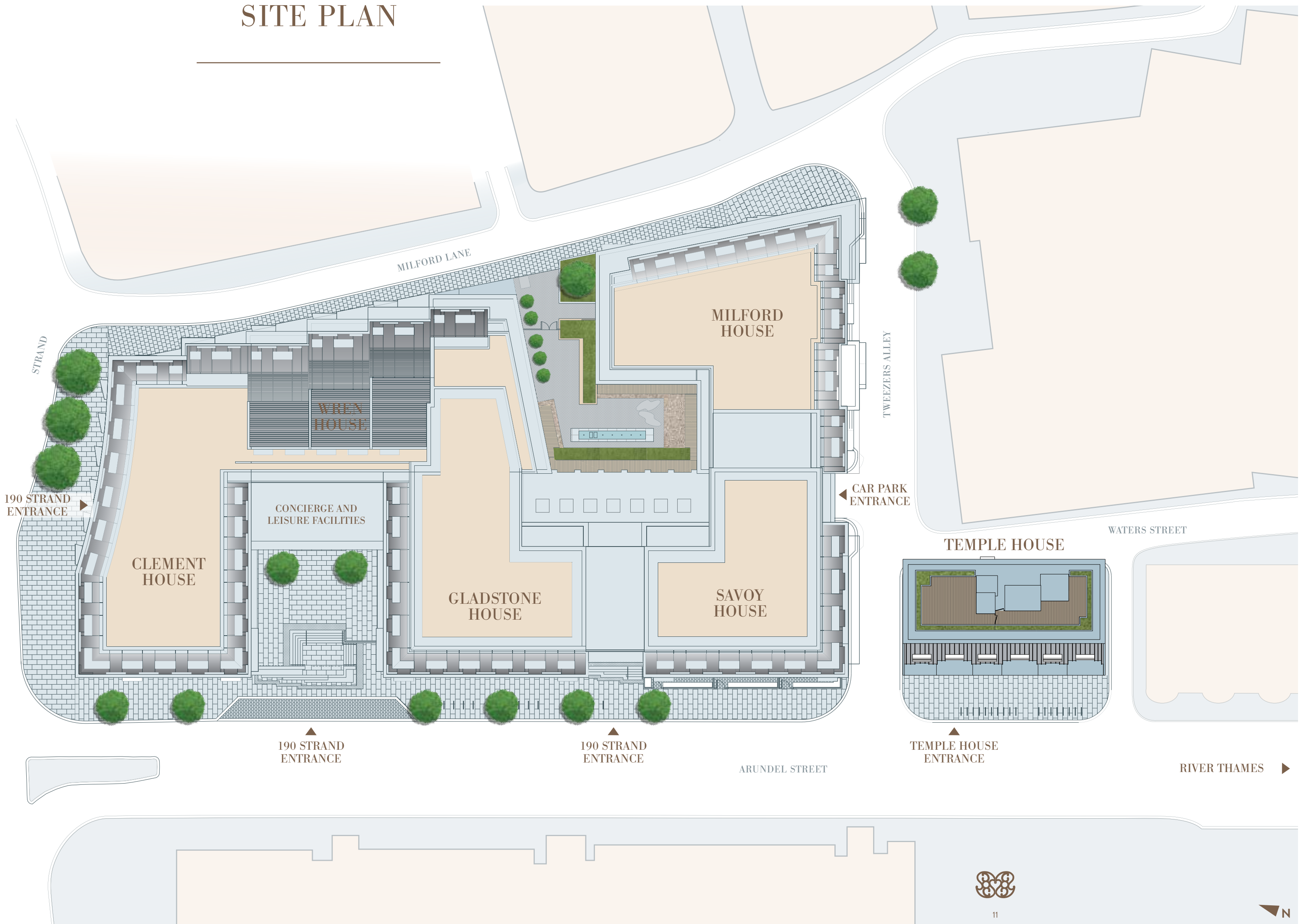
SHOPPING

- 32 Apple Store
- 33 Burberry
- 34 Hackett
- 35 Mulberry
- 36 Paul Smith
- 37 Swarovski
- 38 Twinings



Map is not to scale and shows approximate locations only

SITE PLAN



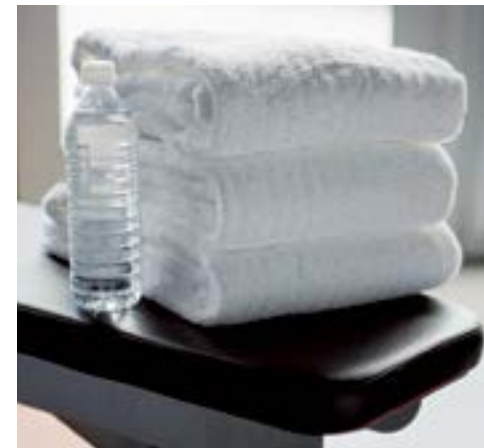
A WARM WELCOME

Residents and guests will be welcomed by 190 Strand's impressive lobby, built to the highest specifications. Sleek feature floors and limestone columns, combined with polished nickel detailing feature throughout the space. The lighting design has been a key aspect of the overall aspiration in creating a truly stylish and sophisticated design for the reception.





AT YOUR LEISURE



Staying healthy and pampered will be a pleasure at 190 Strand. The health and leisure facilities are designed to be exemplary, with a fully equipped fitness studio, personal training facilities and virtual golf. In addition,

the bespoke private cinema room provides all residents with the opportunity to enjoy watching the latest films with friends and family in luxurious comfort, or to conduct all important business presentations.





London is a world leading hub for top international institutions, and is home to a diverse range of businesses. Some of the largest companies in the world choose to locate in the city because it offers a unique business

environment. The stylish private business lounge will provide residents with an ideal place to meet with guests and business associates. The lounge will include broadband wifi connections, desk space and meeting facilities.



MAKING BUSINESS A CONSTANT PLEASURE





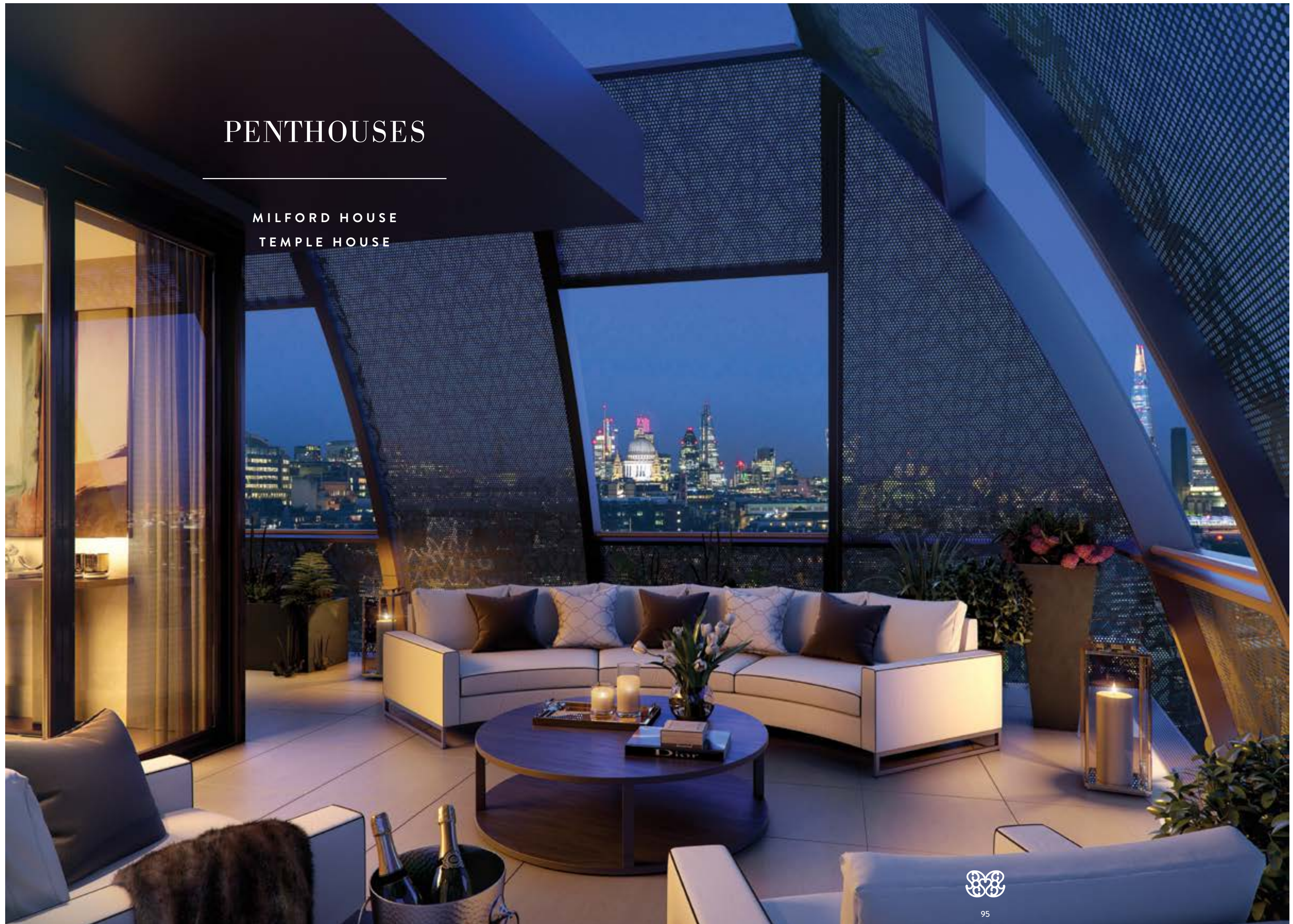
APARTMENTS

GLADSTONE HOUSE



PENTHOUSES

MILFORD HOUSE
TEMPLE HOUSE



A STYLISH WELCOME

The penthouses' beautifully conceived entrance hallways make the difference in providing an exquisite welcome. With contemporary design and high quality finishes, the tone is set for stylish living. The sophistication in choice of impeccable finishes epitomise 21st century living at 190 Strand.



LUXURIOUS LIVING

Every space has been carefully considered for open plan living, with floor-to-ceiling windows providing spectacular views and sleek finishes to create highly elegant residences.





DINING IN STYLE

These light and airy penthouses have been expertly planned with exceptional attention to detail for entertaining in style. Offering superb levels of comfort and luxury, these penthouses exude the most comfortable space to host guests at ease.





DESIGNED FOR ENTERTAINING

Beautiful open plan kitchens make cooking a social event, individually designed and fully integrated appliances creating a 21st century contemporary space.





PEACEFUL AND WELCOMING

Bedrooms have been designed with the utmost relaxation and tranquillity in mind. Offering a superb level of comfort and luxury with the highest quality plush carpeting and soft downlighting to make the most pleasurable haven for sleeping.



PENTHOUSE SPECIFICATION

Kitchens

- Individually designed layouts
- Stone work surfaces and back panel to island / peninsula units
- Full height back painted glass or stone splashbacks above work surfaces
- Stainless steel 1½ bowl undermount sink and chrome finish mixer tap
- High gloss lacquered finishes or a combination of veneer / high gloss lacquered finishes to cabinets
- Bespoke shelving units to selected penthouses where appropriate
- Pull-out pan units where appropriate
- LED ceiling downlighters and concealed LED lighting to wall cabinets
- Concealed multi-gang appliance panel and socket outlets above work surfaces where appropriate
- Miele inset frameless touch control induction hob
- Re-circulating integrated extractor or island extractor to suit situation
- Miele stainless steel and glass multi-function oven, built built-under multi-function oven to selected penthouses
- Miele stainless steel and glass combination microwave oven
- Miele stainless steel and glass steam oven to selected penthouses
- Miele built-in stainless steel and glass warming drawer
- Miele built-in stainless steel coffee machine to selected penthouses
- Integrated fridge / freezer to selected penthouses
- Integrated tall larder fridge to selected penthouses
- Integrated tall freezer to selected penthouses
- Miele built-in wine cooler
- Integrated multi-function dishwasher
- Free-standing washer / dryer, or separate washing machine and tumble dryer to selected penthouses where space permits, within vented utility cupboard / room
- Space saving recycling bins

Bathrooms

- Free-standing white bath to selected master en-suite bathrooms
- White bath with bath filler and removable tiled panels to selected bathrooms
- Stone surround to selected baths
- Polished chrome deck or wall mounted thermostatic mixer/diverter and pull-out handshower to selected baths
- Polished chrome concealed thermostatic mixer / diverter, ceiling mounted showerhead and frameless glass bath screen to selected baths
- Polished chrome concealed thermostatic mixer / diverter, ceiling mounted showerhead and complete handshower set to shower areas of bathrooms / shower rooms
- Walk-in shower area to bathrooms / shower rooms where indicated with glass shower panels or doors to suit situation

- Bespoke stone and veneer vanity units with undermounted basin and polished chrome deck mounted mixer taps to bathrooms
- Bespoke stone and veneer vanity units with surface mounted basin and polished chrome wall mounted mixer taps to shower rooms / cloakrooms
- Bespoke mirrored cabinets with shelving, shaver socket and concealed lighting to bathrooms
- Bespoke mirror with concealed lighting above basin to shower rooms / cloakrooms
- Villeroy & Boch white wall mounted WC pan with soft close seat / cover and concealed cistern with dual-flush plate
- Niches to bath / shower areas with recessed downlighters to selected bathrooms/shower rooms where appropriate
- Ladder style thermostatically controlled heated towel rail to bathrooms / shower rooms / cloakrooms
- Combination of large format porcelain and stone wall finishes to selected walls of master en-suite bathrooms / 2nd en-suites
- Large format porcelain wall finishes to selected walls of cloakrooms and remaining en-suites/shower rooms
- Large format porcelain floor finishes
- Extract ventilation to outside
- LED downlighters to bathrooms / shower rooms / cloakrooms
- Accessories include polished chrome finish toilet roll holder and robe hook

Electrical Fittings

- Feature ceiling coffers to selected entrance halls, principal reception rooms and bedrooms, concealed lighting to reception room and master bedroom coffers
- Pre-wired for future pendant lighting by purchaser (suitable for chandeliers) to entrance halls, principal reception rooms and selected bedrooms
- Recessed LED downlighters throughout
- Feature Swarovski Crystal Sky LED lighting to master en-suite bathrooms
- Concealed LED lighting to blind boxes to principal reception rooms
- Ambient lighting on motion sensors to vanity units of bathrooms, shower rooms and cloakrooms where appropriate
- Automatic lighting to utilities, services, coats cupboards and wardrobes
- 5 amp lighting circuit to reception rooms and bedrooms
- Television (terrestrial and Sky+) points to principal reception rooms and bedrooms
- Telephone and data points to principal reception rooms and bedrooms
- Pre-wired for an integrated media system incorporating IT, audio / visual and speakers to principal rooms
- Pre-wired for future automated curtains/blinds
- Polished chrome finish power sockets and light switches
- Dimmer light controls where applicable

Heating/Cooling

- Heating and hot water from communal system with metered water supply
- Underfloor heating bathrooms, shower rooms and cloakrooms
- Comfort cooling / heating to all reception rooms and bedrooms

Interior Finishes

- Panelled engineered veneer entrance and internal doors
- Bespoke sliding pocket doors where indicated to selected penthouses
- Satin gloss doors to selected coats / services / utility cupboards
- Interior fittings to coats / services / utility cupboards to suit situation
- Painted skirtings and timber architraves, white painted architraves to selected hallway cupboards, stone skirtings to wet areas where appropriate
- Bespoke polished chrome finish door handles throughout
- Bespoke staircase to duplex penthouses
- Feature fireplace with stone surround and bio-ethanol fire fittings to principal reception rooms and master bedrooms to selected penthouses where indicated
- Bespoke fitted or walk-in wardrobes to master bedrooms, internal fittings include rails, shelves and integrated lighting where indicated
- Fitted wardrobes or dressing areas provided to 2nd bedrooms of selected penthouses
- Large format porcelain floor finishes with contrasting border detail or engineered timber floor finishes to entrance halls
- Engineered timber floor finishes to kitchen / reception rooms or large format porcelain floor finishes to separate kitchen / breakfast rooms
- Engineered timber floor finishes to hallways and reception rooms
- Engineered timber floor finishes to dressing areas of master bedrooms
- Carpet floor finishes with timber border detail to master bedrooms
- Carpet floor finishes to remaining bedrooms

Balconies / Terraces

- Well-proportioned balconies, terraces and roof terraces where indicated
- Stone paving to terraces with external lighting where indicated
- External water tap and power to terraces where appropriate

Security

- Video entry system viewed by individual handset / screen
- Power and telephone points provided for wireless intruder alarm to be fitted at a later date by purchaser

- Mains supply smoke detectors and heat detectors provided, domestic sprinkler system fitted to selected penthouses where required
- Multi-point locking and spy hole to entrance doors
- Hardwired doorbell
- Concierge service and monitored CCTV

Peace of Mind

- 999 year lease
- All penthouses benefit from a 10 year build warranty

Car Parking

- Allocated car parking within the managed CCTV monitored parking area included
- Car lift to lower parking levels
- Valet car parking services available

Lifts

- Passenger lifts serve each core and all levels (except private roof terraces to Temple House) with access to parking levels (except to Temple House)
- Passenger lifts with security access control for direct entrance into selected penthouses where indicated

Interior Designed Entrance Lobby / Colonnade

- Spacious reception lobby with feature floor and wall finishes
- Comfortable waiting area for guests
- Bespoke Concierge desk
- Feature lighting
- Central colonnade with seating areas (except to Temple House)
- Glass doors to main entrance

Lift Lobbies / Communal Hallways

- Bespoke carpet floor finishes
- Tiled floors and painted walls to car park levels

Residents' Leisure Suite

- Bespoke swimming pool and vitality pool
- Separate fitness studio with facilities for personal training
- Treatment rooms, sauna and steam room facilities
- Changing rooms with shower facilities
- Virtual golf and cinema spaces
- Business suite

Managing Agent

- A managing agent will be appointed to administer the effective operation and maintenance of communal facilities for which a service charge will be levied and apportioned to the benefit offered

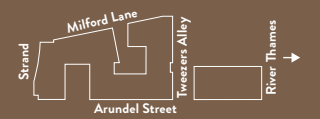


4 BEDROOM PENTHOUSE MILFORD HOUSE

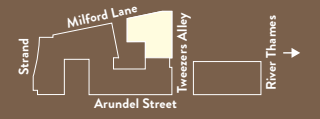
Kitchen	18' 8" x 11' 11"	5680mm x 3640mm
Living/Dining	45' 7" x 26' 1"	13885mm x 7950mm
Family Area	17' 9" x 18' 1"	5420mm x 5500mm
Study/Office	13' 2" x 16' 0"	4015mm x 4875mm
Bedroom 1	30' 6" x 13' 11"	9300mm x 4240mm
Bedroom 2	17' 7" x 15' 4"	5360mm x 4700mm
Bedroom 3	21' 1" x 13' 6"	6420mm x 4120mm
Bedroom 4	24' 7" x 14' 1"	7525mm x 4285mm
Total area	4456 sq ft	414 sq m



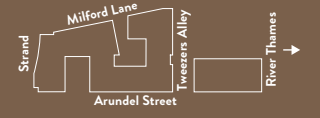
LOCATION



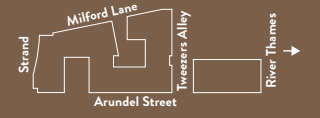
Eighth floor



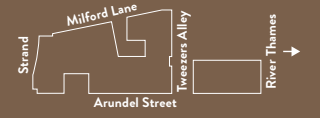
Seventh floor



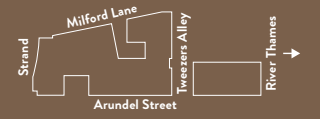
Sixth floor



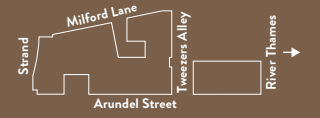
Fifth floor



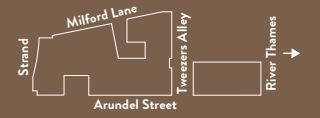
Fourth floor



Third floor



Second floor



First floor

Plot

Eighth floor	—
Seventh floor	5-7-1
Sixth floor	—
Fifth floor	—
Fourth floor	—
Third floor	—
Second floor	—
First floor	—
Ground floor	—

Electrical Key

✓ Single light controls	Single switched outlet	Master telephone point	Closest light	Heating and cooling controller	TV/audio visual point
Door bell sounder	Pop-up double switched outlet	Shaver outlet	Telephone/data point	Two-way light controls	5 amp outlet
Heated towel rail	Double switched outlet	Balcony light	Dimmer light controls	Video entry unit	Wall Light

▶ ▶ Depicts measurement points

Floorplans shown for 190 Strand are for approximate measurements only. Exact layout and sizes may vary. All measurements may vary within a tolerance of 5%. To increase legibility these plans have been sized to fit the page, therefore each plan may be at a different scale to others within this brochure.



1-2-3
— Apartment number
— Level number
— Lift core number

DESIGNED FOR LIFE

Buying a home is one of the most important decisions you will ever make. The qualities that make St Edward different mean that you can choose a new home from us with complete confidence. When you buy a home from St Edward 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 Team 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 ten year warranty, the first two years of which are covered by St Edward.

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 Edward, 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 Edward 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 Edward'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.



Computer generated image is indicative only.

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.

OUR VISION

To be a world-class business generating long-term value by creating successful, sustainable places where people aspire to live.

FIVE FOCUS AREAS

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.



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.berkeleygroup.co.uk



*Savings vary in every home. Figures based on a typical 3 bed Berkeley home achieving Code for Sustainable Homes Level 3. For further details contact: sustainability@berkeleygroup.co.uk
Some features are only applicable to specific developments. Please ask sales negotiator for further information.



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