



KING'S ROAD PARK

LONDON SW6



Computer generated image of King's Road Park, indicative only and subject to change.

A ONCE IN A LIFETIME OPPORTUNITY...

Situated just 60 metres from the King's Road and close to the River Thames, King's Road Park is in one of London's most desirable locations. Perfectly located in Zone 2 and less than a 10 minute walk from both an Underground and Overground station, this sought-after address is well connected and close to some of the very best amenities that London has to offer.

King's Road Park is a stylish collection of suites, 1, 2, 3 and 4 bedroom apartments and penthouses set within six acres of beautiful landscaping including a public park, square and residents' garden. Well-being and relaxation can be found all year round in 23,000 sq. ft. of residents' facilities designed in the style of a private members club.



Computer generated image of Swimming Pool, indicative only and subject to change.

King's Road Park, part of the South Fulham Riverside Regeneration Area, will provide over 1,800 homes and will see the restoration of two listed buildings, the worlds oldest standing gasholder set within the park and a new public square. 100,000 sq. ft. of commercial space will provide a choice of restaurants and offices.

St William has worked with a team of renowned architects, landscape architects and interior designers to create our vision for King's Road Park.

King's Road Park will be a fantastic place to live that celebrates everything London has to offer with landscape at its heart - all backed by the Berkeley Group and its commitment to quality, customer service and sustainability.



St William
Designed for life



Computer enhanced image of King's Road Park, indicative only.

THE LOCATION

- Situated just 60 metres from the King's Road
- Close to the River Thames
- Perfectly located in Zone 2
- 10 minute walk from both an Underground and Overground station
- Close to some of the very best amenities London has to offer

CONNECTIVITY

TRAVELLING BY TUBE



TRAVELLING BY RAIL



King's Road Park is close to three major transport hubs which afford residents easy access to London and the rest of the UK. With access to the river, residents can also enjoy the River Bus service along the beautiful Thames.

- Nearest Overground rail station is Imperial Wharf, approximately 9 minutes walk away
- Nearest Underground station is Fulham Broadway, which is approximately an 8 minute walk away



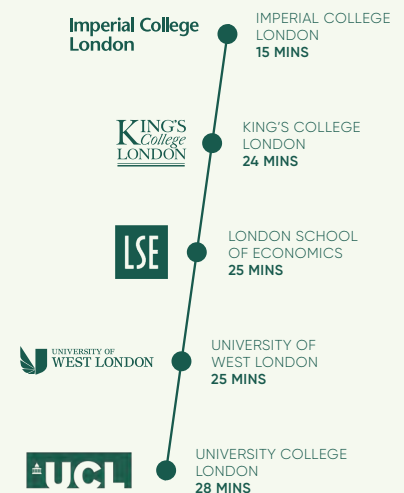
Computer generated image of Atrium, indicative only and subject to change.



Computer generated image of dining room, indicative only and subject to change.

EDUCATION

London has a global reputation for educational excellence. Many of its distinguished universities are within 30 minutes of King's Road Park.



THE DEVELOPMENT

- Masterplan designed by APT with The Wren, The Windsor, The Beaumont, and the world-class residents' facilities designed by EPR architects
- Set within six acres of beautiful landscaping including a public park, square and residents' garden, designed by landscape architects Gillespies
- Distinctive interior design shaped by Johnson Naylor
- The restoration of two listed buildings set within a new public square and of the world's oldest standing gasholder



- 100,000 sq. ft. of commercial space to provide extensive restaurants and offices for the new community
- Prime opportunity to live in one of London's most sought-after neighbourhoods. King's Road Park is part of the South Fulham Riverside Regeneration Area and will provide over 1,800 homes
- Just moments from the King's Road, offering the best of London's culture, entertainment, designer shopping and famous restaurants



- Located in Zone 2 with Fulham Broadway (Underground) and Imperial Wharf (Overground) stations, both less than 10 minutes walk away
- Outstanding schools within walking distance and easy access to world-renowned universities



APARTMENT MIX*

Phase One			Completion Dates: Q3 2022 - Q1 2024	
	Size Range (sq. ft.)	Starting Prices (£)	Rental Range (£/w)	Rental Yield (%)
Suites	440 - 535	700,000	440 - 475	3.23 - 3.27
1 Bed	538 - 728	790,000	590 - 700	3.11 - 4.23
2 Bed	739 - 981	1,125,000	675 - 750	2.04% - 3.21
3 Bed	1178 - 1717	1,965,000	1,100 - 1,500	1.93 - 2.92
4 Bed	2685	6,500,000	n/a	n/a

5 YEAR GROWTH FORECAST†

Capital Growth %	2021	2022	2023	2024	2025	5 Year Total
Savills	4%	7%	4%	2%	4%	21%

CASH FLOW FORECAST*

Apartment Cash Flow (Typical Property Price £790k for a 1 bedroom apartment)	2021	2022	2023	2024	2025	Total
10% Deposit	£79,000	-	-	-	-	£79,000
10% Deposit	-	£79,000	-	-	-	£79,000
80% Completion Amount	-	-	£632,000	-	-	£632,000
Your Investment	£79,000	£158,000	£790,000	£790,000	£790,000	£790,000
Cumulative Capital Appreciation †	£31,600	£89,112	£124,276	£142,562	£179,864	£179,864
Your Equity	£110,600	£247,112	£914,276	£932,562	£969,864	£969,864
Equity Appreciation ††	40.00%	56.40%	15.73%	18.05%	22.77%	22.77%

* Prices and Forecasts were correct at the time of publishing (November, 2020).

† Based on Savills Forecast for Capital Growth.

†† These figures are compounded.

REASONS TO BUY



90+ different apartment types in Phase 1



All homes come with a balcony or terrace



Many with exceptional views over the gardens or park



All residents' facilities to be delivered in Phase 1



Completions from 2022



1st floor podium gardens exclusive for the residents' of Phase 1 only



Computer generated image of King's Road Park, indicative only and subject to change.



Computer generated image at King's Road Park, indicative only and subject to change.

THE AMENITIES

- 25m swimming pool
- Vitality pool
- Steam room and sauna
- Changing rooms
- Treatment rooms
- Spa reception
- Games room and virtual golf room
- Study room/informal meeting room
- Gymnasium and fitness studios
- Two cinemas
- Residents' lounge with atrium
- Wifi enabled podium garden
- Private dining room
- Private meeting rooms
- 24-hour concierge
- Space provided in each apartment to work from home



LOCATION

Fulham, SW6 (Zone 2)

LOCAL AUTHORITY

London Borough of
Hammersmith and Fulham

COUNCIL TAX

Council Tax rates for the financial year
2021/22 are currently estimated at:

Band E £1,461.31 per annum
Band F £1,727.01 per annum
Band G £1,992.70 per annum
Band H £2,391.24 per annum

* For guidance only

SERVICE CHARGE

Estimated at £5 per sq. ft. per annum

GROUND RENT

Studio £500 p/a
1 Bedroom £650 p/a
2 Bedroom £800 p/a
3 Bedroom £1,000 p/a
Penthouse £1,250 p/a

TENURE

999-year lease

BUILDING INSURANCE

- 10-year NHBC Building Warranty
- Berkeley Group two-year Customer Warranty (this covers the first two years of the ten-year policy)

THE DEVELOPER

St William. A proud member of the
Berkeley Group, a FTSE 100 company

TERMS OF PAYMENT

1. Reservation fee of £2,500 for sales up to the value of £1 million and £5,000 over £1 million
2. Contracts to exchange within 21 days
3. 10% deposit due on exchange less reservation fee already paid
4. An advance payment of 10% is due 12 months after exchange of contracts
5. 80% balance on completion

PARKING

Basement parking will be available to purchase on a right to park basis with selected apartments

FIRST COMPLETIONS

- The Wren Core 1;
Jul 2022 – Dec 2022
- The Wren Core 2;
Aug 2022 – Jan 2023
- The Wren Core 3;
Sept 2022 – Feb 2023
- The Windsor Core 1;
Oct 2022 – Mar 2023
- The Windsor Core 2;
Jan 2023 – June 2023
- The Beaumont Core 1
April 2023 – Sept 2023
- The Beaumont Core 2;
Oct 2023 – Mar 2024



Computer generated image at King's Road Park, indicative only and subject to change.

MARKETING SUITE

1 Sands End Lane, London, SW6 2FP

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OUR VISION
2030
TRANSFORMING TOMORROW



Berkeley
Group

St William
Designed for life

Proud member of the Berkeley Group

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