



St James
Designed for life

live right.

WELCOME TO THE
NEW WHITE CITY



Computer-generated images are indicative only



THE NEW HEART OF WEST LONDON

| 5 |

The new White City is regeneration for every generation, exceptional in its scope and unique in its execution. It's a world-leading cultural, technological and educational hub in the middle of West London.

At its centre, among world-renowned neighbours such as Imperial College London, the BBC and Westfield, St James is building a thriving new neighbourhood with over 1,400 homes set within eight acres of parkland and gardens.

As a member of the Berkeley Group with a reputation for excellence in creating many of London's finest new places to live, St James has been able to bring together world-leading architects, landscape designers and interior experts especially for this one project. Together, drawing on their unrivalled experience, profound insight and

professional skills, the team has created a 21st century London lifestyle unlike any other.

Private club facilities such as the state-of-the-art cinema rooms, pool, spa and fitness centre as well as lounges for both business and leisure make everyday life that much brighter. At the entrance two Zone 2 tube stations bring the rest of the city to your doorstep – Marble Arch in 10 minutes, the West End in 15, and three of the capital's top five universities within 30 minutes.

It is an atmosphere as vibrant as it is tranquil, a neighbourhood perfectly connected to the city around it yet the most calming place to call home, a place to live for those who seek to enjoy life at its brightest.

Welcome to White City Living.

WELCOME HOME



LOBBY ENTRANCE

Computer-generated images are indicative only



06

TRANSFORMATION

Rich in history and ripe with opportunity, White City is London's brightest new neighbourhood.



52

STEP INSIDE

Spacious, light and airy apartments with views and outside spaces that keep you connected to the world outside. Welcome to a world of refined design and architectural excellence.

24

OPEN VISION

A new place to live, a new way to live: Welcome to a new London landscape with nature at the very forefront.



64

YOUR LONDON

West London is right on your doorstep and central London is less than 10 minutes away – but with direct connections to the city's cultural, educational and commercial heartlands, the rest of the capital is yours for the taking.



42

THE LIVING HEART

With a carefully considered selection of private residents' facilities, you'll find you've got everything you need to make day-to-day living richer, easier and altogether brighter.



WHITE CITY LIVING

IMPERIAL COLLEGE LONDON PHASE 1

IMPERIAL COLLEGE LONDON PHASE 2

WHITE CITY PLACE

ROYAL COLLEGE OF ART

WHITE CITY

TELEVISION CENTRE

WESTBOURNE GROVE

NOTTING HILL

THE CITY

HOLLAND PARK

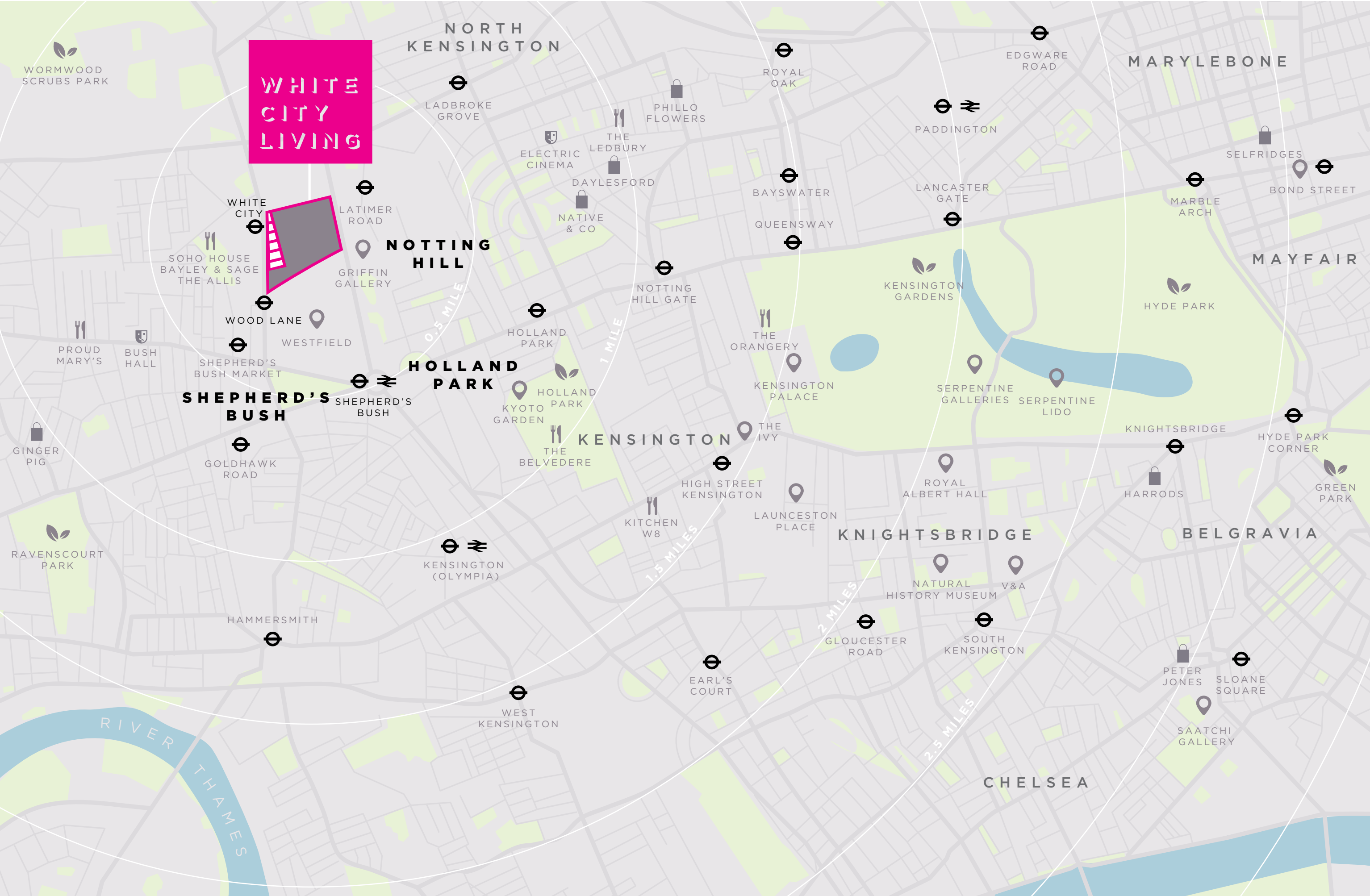
HYDE PARK

KENSINGTON

MAYFAIR

WESTFIELD LONDON

WOOD LANE





IDEAS BORN HERE

It's strange to think that all of this was just farmland little more than a hundred years ago. Then came the 1908 Franco-British Exhibition: a colossal collection of white pavilions stretching into the distance and giving the area its name; a White City built to house the glories of two vast empires, a monument to the latest ideas and innovations.

The pavilions, of course, like the empires whose treasures they housed, couldn't last forever. However, in the intervening century the spirit of innovation, collaboration and forward thinking has survived intact.

Across the £8 billion White City regeneration area, some of the world's greatest names in

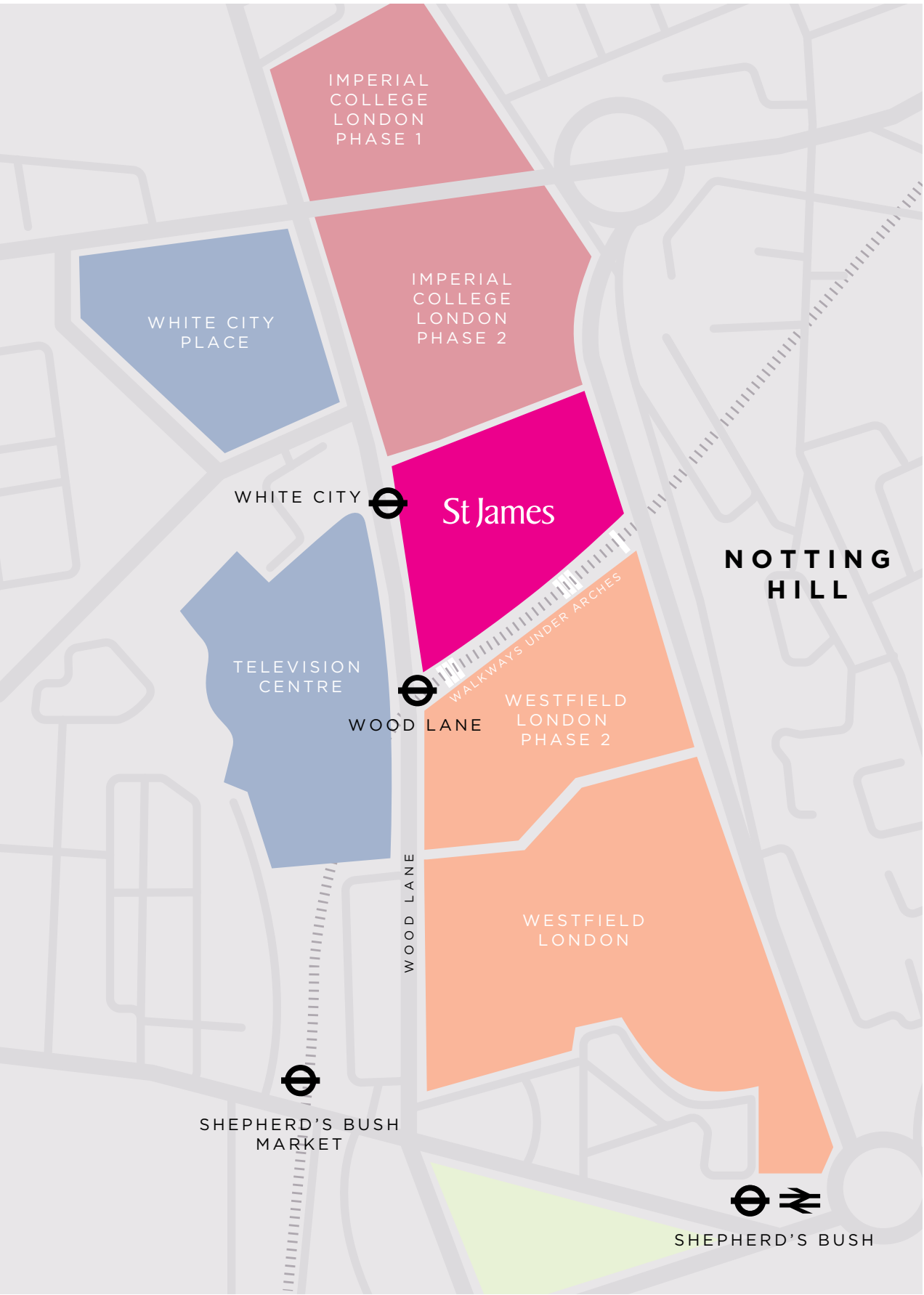
retail, entertainment and education are all doing what they do best. At the centre of it all, St James has the brightest of visions for the area.

The result is something very special – a revitalised cultural hub, the city's foremost leisure destination, a nexus of learning, creativity and technology, all centred around St James' new landscape for living.

In a sense, each partner in the regeneration is simply keeping an old promise, fostering the spirit of the original White City. But this time it's different.



THE 1908 FRANCO-BRITISH
EXHIBITION AT WHITE CITY



FOUR WORLD-CLASS
PARTNERS,
ONE NEW PLACE

ST JAMES

A WHOLE NEW NEIGHBOURHOOD WITHIN
WHITE CITY'S NEW PARK

IMPERIAL COLLEGE LONDON

A 23-ACRE CAMPUS FOR A GLOBAL
TOP TEN ACADEMIC INSTITUTION

WESTFIELD LONDON

EUROPE'S LARGEST SHOPPING
AND ENTERTAINMENT COMPLEX

**TELEVISION CENTRE
& WHITE CITY PLACE**

OVER 3,000 EMPLOYEES OCCUPYING
A MILLION SQUARE FEET DEDICATED
TO CREATIVITY

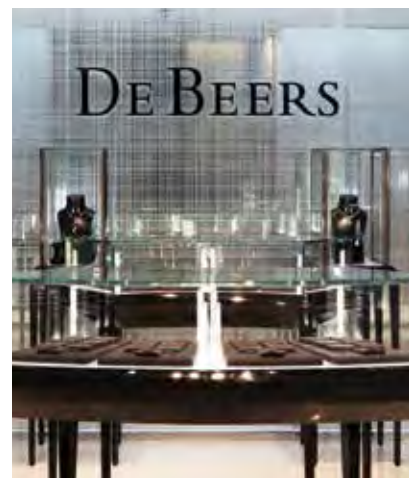
WHITE CITY LIVING

London: a global financial centre, a commercial powerhouse, a world-famous cultural capital. With all this going on, you need a place where you can take a break, a breath, a step back.

With its beautifully maintained lawns and gardens, its streams and lagoon, trees and lush planting, White City Living isn't just a new park for White City and a new London skyline – it's a whole new landscape that lets you enjoy the city on your own terms.

From the boutiques and cafés to the superb residents' facilities, everything has been carefully planned to balance a sense of serenity with one of refined vitality. The hustle and bustle of this extraordinary city is always within reach.





WESTFIELD LONDON

Westfield is already home to over 360 shops, 60 places to eat and drink, and 17 state-of-the-art cinema screens. The Village alone houses 35 luxury brands from across the world including Louis Vuitton and Gucci, Tiffany & Co and De Beers.

However, if that's not enough...

Westfield is growing. The billion-pound expansion comprises a superb pedestrian quarter and 740,000 square feet of additional retail space with over 65 new shops, all centred round the UK's largest John Lewis department store. When complete in 2018 this will create the largest shopping and entertainment centre in Europe.

All of this is directly accessible from White City Living via the two gateways housed under the graceful line of Victorian railway arches that border Exhibition Park.

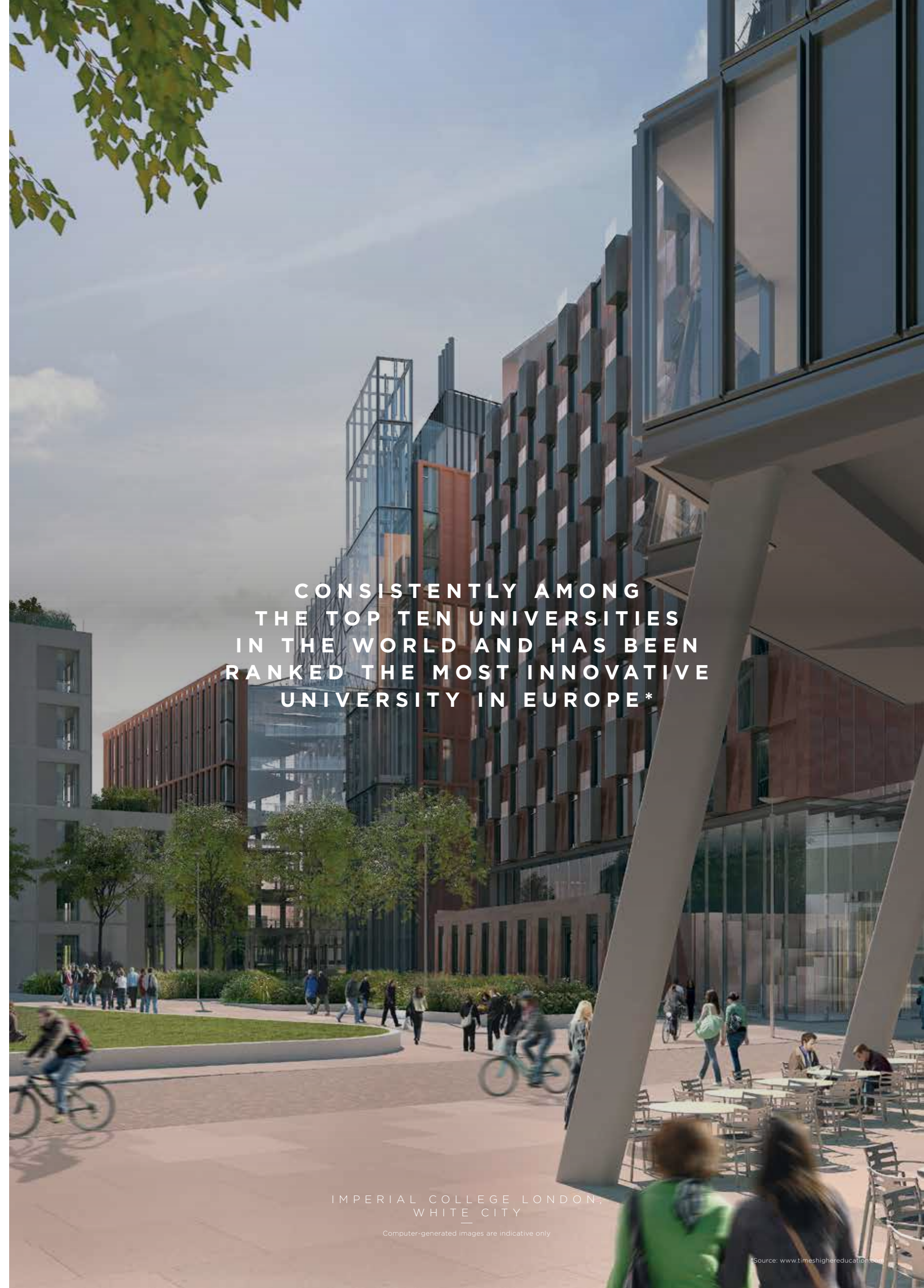
Popping to the shops doesn't get better – or easier – than this.

IMPERIAL COLLEGE LONDON

Live here and you'll find yourself surrounded by a unique community of some of the world's brightest and most creative minds.

Take a few minute's stroll northwards through White City Living parkland and you will find the site where globally renowned Imperial College is in the process of creating a 23-acre research campus. Consistently ranked one of the world's top ten academic institutions and at the cutting edge in a variety of scientific fields, Imperial boasts no fewer than 15 Nobel laureates among its alumni.

Imperial College's new White City campus will be a major innovation hub, playing host to thousands of students, academics and researchers, all working side by side with established businesses and start-ups to push the boundaries of science and technology.



CONSISTENTLY AMONG
THE TOP TEN UNIVERSITIES
IN THE WORLD AND HAS BEEN
RANKED THE MOST INNOVATIVE
UNIVERSITY IN EUROPE*

IMPERIAL COLLEGE LONDON,
WHITE CITY

Computer-generated images are indicative only

*Source: www.timeshighereducation.com

TRANSFORMATION

IMPERIAL COLLEGE
LONDON PHASE 1

WHITE CITY PLACE

IMPERIAL COLLEGE
LONDON PHASE 2*

CENTRAL LONDON →

TELEVISION CENTRE

⊕
WHITE
CITY

WHITE
CITY
LIVING

⊕
WOOD
LANE

JOHN LEWIS

WESTFIELD
LONDON

NOTTING HILL

Map is indicative only

*Subject to planning consent

A NEIGHBOURHOOD WITHIN WHITE CITY'S NEW PARK

A project unlike any other demands a team unlike any other. That's why St James set out to bring together creative partners whose expertise and experience matched their own. They went in search of people whose specialist abilities could be welded seamlessly together and dedicated to making their extraordinary vision for West London's newest neighbourhood a reality.

St James brought Patel Taylor on board, the firm responsible for formulating the site's masterplan, designing the development's striking architecture and putting nature first and foremost.

Patel Taylor pride themselves on keeping their vision for creating a new place, which is why their first step when approaching a new project is always a step back. This allows them to give careful consideration to

how the landscape works within the overall masterplan, which in turn helps to ensure that their designs consider the open space first and the buildings second.

Each of the pavillions around the park are architecturally unique. From the bold, white pre-cast concrete accented with shades of bronze to the distinctive projecting frames, the unifying material choices serve as a common language with which to make a wide variety of statements.

Like St James, Patel Taylor recognise the importance of staying connected to the natural environment. That's why, even within the homes themselves, residents have easy, immediate access to the outside world via balconies and terraces with views of the neighbourhood's landscape and the city beyond.



“The key to our masterplan is a network of gardens and water landscapes drawing on the rich history of the area and creating settings for a collection of buildings – shaping the new residential heart of White City and the perfect frame for life, work and leisure.”

Pankaj Patel, Director, Patel Taylor



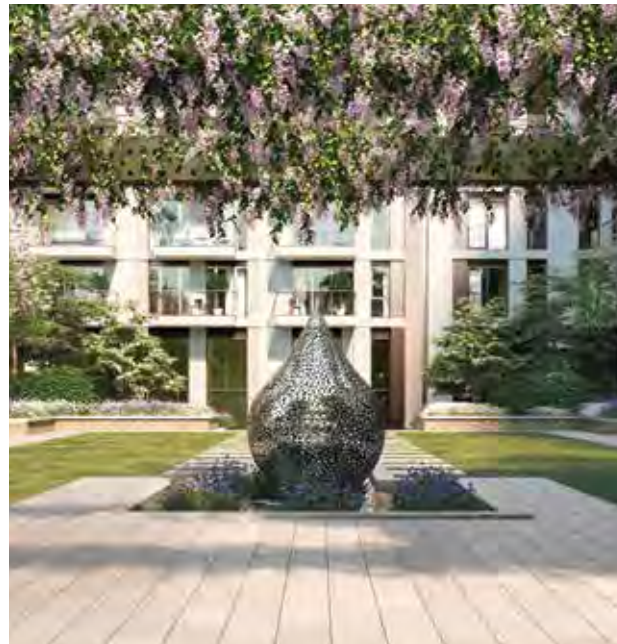
- ① NEW PEDESTRIAN ENTRANCE
- ② EXHIBITION PARK
- ③ RAILWAY ARCHES WITH SHOPS, BARS AND RESTAURANTS
- ④ CENTRE STAGE
- ⑤ CENTRAL GARDENS
 - 5A SPRING GARDEN
 - 5B AUTUMN GARDEN
- ⑥ THE LAGOON
- ⑦ RESIDENTS' MAGNOLIA GARDEN
- R RESIDENTS' FACILITIES
- * MARKETING SUITE





EXHIBITION PARK

Computer-generated images are indicative only.



FROM THE OUTSIDE, IN

White City Living is a landscape abounding with natural elements, a living gift to the city.

Every detail has been meticulously planned by the team at Murdoch Wickham, the specialist landscape designers famous for their extensive arboricultural and horticultural knowledge. They have hand-picked each tree from nurseries across Europe and chosen every species of plant specifically to ensure that the landscape's colours, scents and sounds develop continuously as the months pass, and that wildlife flourishes.

The cumulative effect varies not only from season to season but also from place to place. Design elements, sculptures and the many water features focus and refocus your attention through a series of distinctive, interlinked and subtly themed green spaces. Overhead, the tree canopy provides shade and shelter year round whilst preserving a great sense of space.

Thanks to the subtly sunken pathways, Exhibition Park seems to stretch uninterrupted from the gateway towards Centre Stage and The Lagoon. As you round the corner into Central Gardens, you find yourself surrounded by cherry trees and magnolia, dogwood and witch hazel, daffodils and snowdrops, the colours changing with the seasons. This deliberately wild design is contrasted in the private residents' Magnolia Garden, with its calm, formal layout and pergola. Here, roses and box balls, Japanese maple and hornbeam are regularly interspersed with seating that surrounds the central water rill, which is itself crowned with a magnificent reflective sculpture.

The overall result is a green and leafy residential oasis in the midst of the metropolis, a carefully balanced blend of contemporary design and timeless materials, amenity and ecology, natural tranquillity and urban exhilaration.



“The Central Gardens have been meticulously designed to develop as the seasons progress. The riot of flowering shrubs and cherry blossom in the spring will, as in Japan, give way to the vibrant, fiery colours of autumnal maples and then the rich, deep green of the pines later in the year”

John Murdoch, Founder, Murdoch Wickham

CENTRAL GARDENS

Computer-generated images are indicative only





Exhibition Park forms a vast expanse of green that breathes life into the neighbourhood, dotted with feature sculptures that draw you from one place to the next. With the sinuous waterway winding through it and the rich variety trees and shrubs, this is a landscape where nature rather than architecture predominates.

EXHIBITION PARK

Computer-generated images are indicative only



At the eastern edge of Exhibition Park, just by the central entrance to Westfield, lies Centre Stage and its magnificent water wall. Like the fountains that punctuate Italian cities, it's part sculpture, part venue, part meeting place and the natural focal point of the neighbourhood.

CENTRE STAGE

Computer-generated images are indicative only



The low, curving boundary wall pinches and pulls at the landscape, creating space for cafés and restaurants with views that reach right through Central Gardens.

CAFÉ AT CENTRAL GARDENS

Computer-generated images are indicative only



Whether you're looking to revive the mind at the end of the day or for somewhere to take the newspapers on a sunlit morning, what could be better than the secluded tranquility and dappled shade of your own private Magnolia Garden.

PRIVATE RESIDENTS' MAGNOLIA GARDEN

Computer-generated images are indicative only





HOME CLUB

From the swimming pool, spa and fully equipped gymnasium to the elegant residents' club and business lounge, living here offers a sophisticated selection of well thought-out, quietly civilised and flawlessly finished features designed with one ambition in mind: to make everyday life – and work – that much brighter.

Specialist interior designers Arney Fender Katsalidis know this, which is why St James commissioned them to design the exclusive residents' facilities and shared indoor spaces – striking a delicate balance between community and privacy.

These facilities, with their rich patternation, exquisite detailing, pops of contrast and occasional unexpected decorative twists, are simply an extension to your home. Some are intended to be shared with neighbours but others – like the intimate cinemas and

the private dining suite – which can be reserved just for you and your family or friends.

- Residents' club with concierge service
- Two 12-seat private cinemas with food and drink facilities
- Entertainment suite
- Exclusive dining room and dedicated private kitchen
- Business lounge and meeting rooms
- Swimming pool with adjoining sun terrace
- Therapeutic hydro-pool
- Treatment and massage rooms
- Fully equipped gym with rooms for personal training and classes
- Club lounge
- Café accessed via club lounge



PRIVATE RESIDENTS' CLUB LOUNGE

Computer-generated images are indicative only

LIVING HEART



The refined interiors and unique central fire pit make the Residents' Club Lounge a highly civilised and seriously stylish retreat from the world outside.

CONCIERGE

Computer-generated images are indicative only



Kick off the day with a workout in the fully equipped, state-of-the-art gym and maybe a few invigorating lengths of the swimming pool, or unwind after work in the adjacent hydro-pool.



RESIDENTS' POOL & TERRACE

Computer-generated images are indicative only



The exclusive private dining room with a dedicated kitchen can cater for up to 12 people. Whether you're cooking or being cooked for, an intimate evening in with friends or family couldn't be more convenient or convivial.

RESIDENTS' DINING ROOM

Computer-generated images are indicative only



The exclusive atmosphere of the Residents' Club Lounge extends seamlessly outside and up the broad, welcoming steps of the private Magnolia Garden.

RESIDENTS' MAGNOLIA GARDEN

Computer-generated images are indicative only.



FROM THE INSIDE, OUT

When it comes to designing homes, few people know more about the interplay of form and function than Arney Fender Katsalidis (AFK).

Working closely with masterplanners and architects Patel Taylor, AFK have been able to reinforce the subtle connection between the interiors and the world outside that they established in the shared spaces. By maximising the available light and making the most of the green spaces onto which so many of the apartments look, each takes advantage of the extraordinary views.

However, AFK's expertise when it comes to designing intelligent, considered layouts means that this sense of space is achieved without compromising on practical necessities like storage and privacy.

AFK have also meticulously applied to the private spaces those same decorative principles of restrained patternation and subtle contrasts that govern the residents' facilities. There's the option to choose from a variety of exquisite material palettes, all of which inform rather than dictate the overall style so that you can easily express your own taste.

Every apartment, from the layout to the tiniest detail, displays a profound understanding of how a home functions and should really be enjoyed on a day-to-day basis. How life – in all its endless variety – can be most easily, most elegantly lived.



With generous windows that overlook the neighbourhood's new parkland and gardens as well as private balconies and terraces, it's clear from the moment you walk in that the residences themselves are seamlessly connected to the outside world.



The great sense of space throughout each home is the result of meticulous design. The open floor plans provoke a light, airy feeling, while strategic screens encourage the sense of a journey through each property.

Computer-generated images are indicative only.



With variations available on three different themes, you can tailor your bathroom to your tastes with a palette that includes everything from ultra gloss quartz stone to matte black porcelain, geometric tiling and a mixture of textures.



Computer-generated images are indicative only



AFK's uncompromising attention to detail is nowhere more evident than in the top-of-the-range kitchens. Choose a classical palette of stone and marble influences, something more contemporary with considered pops of colour, or a palette in between made up of sophisticated, high-contrast gloss black and white.



THE PERFECT STARTING POINT

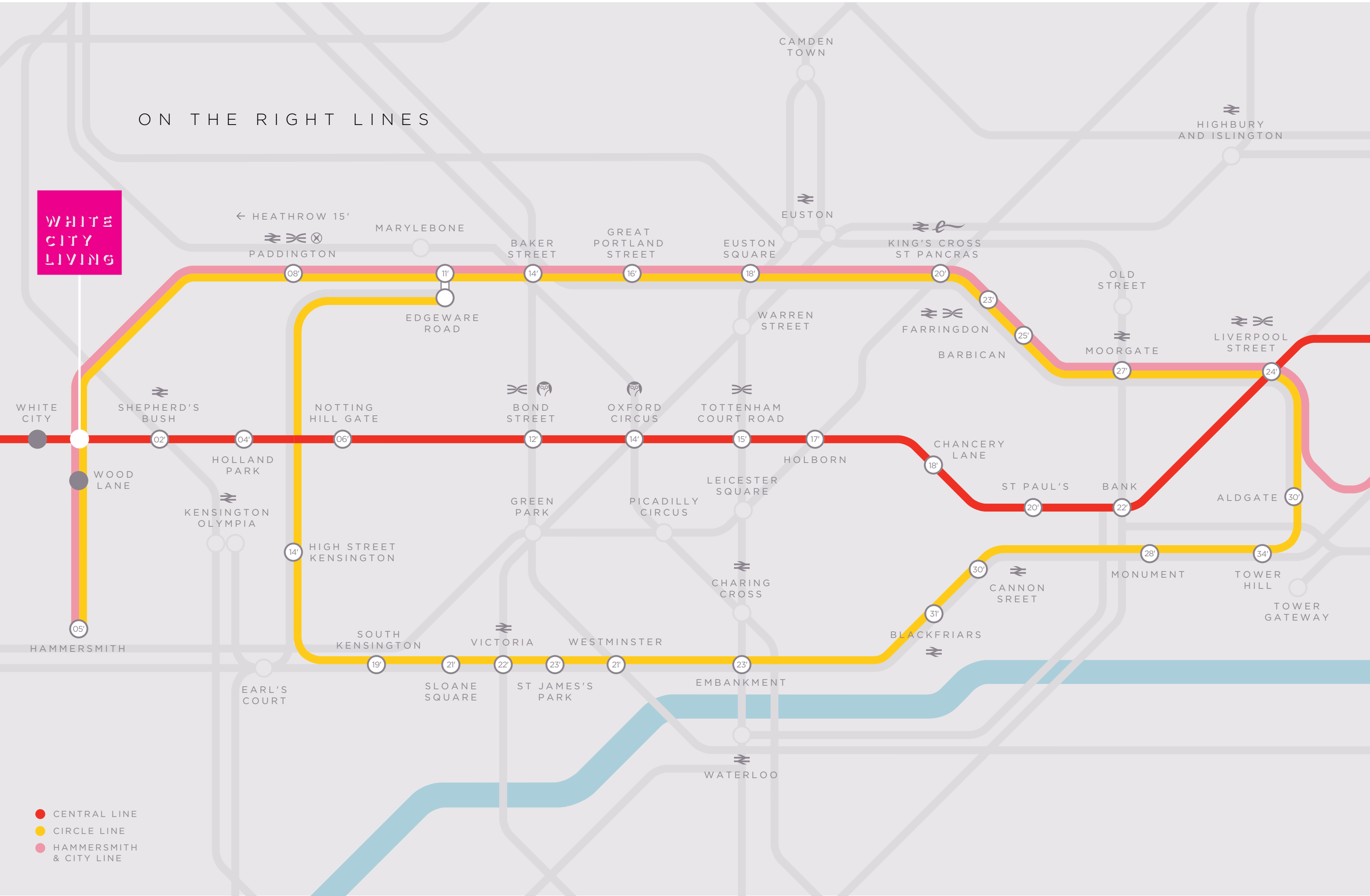
White City is plugged in to the capital. West London is right on your doorstep and three London Underground lines run from White City and Wood Lane stations straight into the city's other major heartlands. At weekends, the Night Tube lets you get across town and easily home again at any hour.

Looking for adventure beyond London is also simplicity itself. Trains run directly from Paddington all the way to Wales, from King's Cross to Scotland and from St Pancras to France and Belgium.

Then again, when it comes to heading even further afield, Heathrow Airport is less than half an hour away with the Heathrow Express.

ON THE RIGHT LINES

WHITE
CITY
LIVING





WESTFIELD LONDON

06 mins



BUSH THEATRE

10 mins



SHIKUMEN

11 mins



SHEPHERD'S BUSH MARKET

13 mins



GOLDHAWK ROAD

15 mins



BUSH HALL

16 mins



PROUD MARY'S

20 mins



BROOK GREEN FOOD MARKET

21 mins



GRIFFIN GALLERY

24 mins



HOLLAND PARK

27 mins



THE GINGER PIG

09 mins



KENSINGTON HIGH STREET

10 mins



ELECTRIC CINEMA

11 mins



NOTTING HILL/
PORTOBELLO ROAD

12 mins



DESIGN MUSEUM

12 mins



KING STREET

12 mins



HAMMERSMITH
EMBANKMENT

15 mins



HYDE PARK

17 mins



LONDON'S MUSEUM
QUARTER

19 mins



KNIGHTSBRIDGE

19 mins



KITCHEN W8

10 mins



IVY KENSINGTON
BRASSERIE

12 mins



THE LEDBURY

14 mins



KENSINGTON ROOF
GARDENS

16 mins



ROYAL ALBERT HALL

16 mins





HARRODS

16 mins




MAYFAIR

18 mins



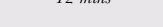

HAMMERSMITH

05 mins




PADDINGTON

08 mins




BOND STREET

12 mins





GREEN PARK

13 mins





OXFORD CIRCUS

14 mins





KING'S CROSS

20 mins





CHARING CROSS

21 mins





VICTORIA

22 mins



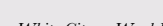

BANK

22 mins



LIVERPOOL STREET



24 mins



COVENT GARDEN

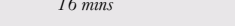

25 mins

From White City or Wood Lane
Underground stations





KENSINGTON OLYMPIA

02 mins



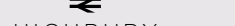

CLAPHAM JUNCTION

16 mins





WEMBLEY

21 mins



HAMPSTEAD HEATH


20 mins




HIGHBURY
& ISLINGTON

33 mins


From Shepherd's Bush Rail station






NORTHOLT JET CENTRE

29 mins




HEATHROW AIRPORT

30 mins



CITY AIRPORT

55 mins



GATWICK AIRPORT

70 mins

WELL EDUCATED

PRIMARY
EDUCATION

⊖
ST STEPHEN'S C OF E
PRIMARY SCHOOL
07 mins

⊖
NOTTING HILL
PREP SCHOOL
09 mins

🚶
ST JOHN XXIII
CATHOLIC PRIMARY
SCHOOL
14 mins

⊖
BASSETT HOUSE
SCHOOL
12 mins

⊖
TABERNACLE
SCHOOL
14 mins

🚶
ARK BURLINGTON
DANES ACADEMY
20 mins

⊖
ST MARY ABBOTS
C OF E PRIMARY
SCHOOL
20 mins

⊖
WETHERBY PREP
SCHOOL
25 mins

SECONDARY
EDUCATION

🚗
GODOLPHIN AND
LATYMER SCHOOL
10 mins

🚗
ST PAUL'S
GIRLS' SCHOOL
10 mins

🚗
LATYMER UPPER
SCHOOL
10 mins

🚗
LYCÉE FRANÇAIS
CHARLES DE GAULLE
DE LONDRES
16 mins

🚗
HILL HOUSE UPPER
SCHOOL
18 mins

🚗
HARROW SCHOOL
22 mins

🚗
ETON COLLEGE
24 mins

🚗
WESTMINSTER
SCHOOL
28 mins

HIGHER
EDUCATION

⊖
UNIVERSITY COLLEGE
LONDON (UCL)
24 mins

⊖
LONDON SCHOOL OF
ECONOMICS (LSE)
26 mins

⊖
IMPERIAL COLLEGE
LONDON (SOUTH
KENSINGTON CAMPUS)
31 mins

⊖
KING'S COLLEGE
LONDON
33 mins

⊖
QUEEN MARY
UNIVERSITY
OF LONDON
36 mins





ON YOUR DOORSTEP

Living at the heart of the new White City you're truly connected, but you don't have to go far to find what you want, discover something new or simply enjoy London's greatest treasures.

When you leave your front door, you can jump in the car, walk, cycle or just hop on the tube you'll be whisked directly to any corner of the city.

HOLLAND PARK

With its cafés and pubs, bookshops and butchers, the broad, tree-lined streets and imposing architecture make this one of the most desirable areas in London and every bit as stately and as the park from which it takes its name. Covering 50 acres of semi-wild woodland, formal English flower gardens and open parkland, Holland Park is a tranquil remnant of a bygone age. Holland House once dominated this landscape and now forms the perfect setting for the summer's open-air opera season. From the supreme tranquility of the Kyoto Garden and easy majesty of the roaming peacocks to the broad expanse of the cricket pitch and the tennis courts beyond, this is a place to relax - however you want to relax.



04 mins



06 mins



10 mins



27 mins



DESIGN MUSEUM

THE BELVEDERE

A chance to dine in considerable style among the lawns and flower gardens of Holland Park.

15 minutes cycle

KYOTO GARDEN

Hidden away this Japanese garden is an oasis of calm – complete with koi carp and a waterfall.

09 minutes cycle

OPERA HOLLAND PARK

The open-air theatre hosts operas every summer. The location is beautiful and the art outstanding.

16 minutes cycle

DESIGN MUSEUM

Devoted to contemporary design in every form from architecture and fashion to graphics, product and furniture design.

12 minutes cycle

LEIGHTON HOUSE MUSEUM

The former home of the Victorian artist Frederic, Lord Leighton, is the only of its kind open to the public in the United Kingdom.

14 minutes cycle

COWSHED SPA

Nestled in the heart of the area, an ultimate indulgent urban retreat coupled with a cosy farmhouse style kitchen café.

17 minutes cycle





NOTTING HILL


The shining white town houses of Notting Hill are the archetype of English propriety. The quietly civilised aura of Westbourne Grove, with its high-end fashion boutiques and refined, linen-clad restaurants, reinforces the impression of confident gentility.


But stroll down the multi-coloured terraces around Portobello Road and soak up the cosmopolitan atmosphere and carnival culture, and you begin to understand what Notting Hill is really about.

The countless small restaurants and bars, the street-food vendors and fiercely independent retailers (not to mention the world-famous market) all reflect the fact that this is a place that’s the vibrant home to all kinds of fascinating characters.


06 mins


11 mins


16 mins


38 mins

THE LEDBURY

Cuisine based around outstanding British produce and with two Michelin stars, what more do you need to know?

15 minutes cycle

SNAPS AND RYE

A Danish restaurant with a focus on authenticity and innovation, serving beautifully simple, simply delicious Nordic cuisine.

12 minutes cycle

ELECTRIC CINEMA

A restaurant, an Edwardian baroque cinema and a private members’ club – Soho House’s Portobello stronghold has it all.

13 minutes cycle

DAYLESFORD

‘Straight from our farm to your fork.’ Daylesford is one of the UK’s most sustainable farms, producing seasonal, organic food.

10 minutes drive

NATIVE & CO

Traditional craftsmanship meets contemporary design. The selection of homeware exemplifies simplicity, beauty and elegant practicality.

14 minutes cycle

PHILLO FLOWERS

Imaginatively chosen, meticulously arranged blooms from all over the world bring various London fashion houses back here again and again.

16 minutes cycle

KENSINGTON

The entire neighbourhood is characterised by a spirit of discovery.

If the walls of the Royal Geographical Society could talk, they'd tell of the adventures of Darwin and Livingstone, Scott and Shackleton, Hunt and Hillary. Close by, the Science Museum celebrates the greatest scientific and technological discoveries in history as well as the extraordinary possibilities ahead of us. The Natural History Museum is next door, its vast colonnades and hallways housing some of the rarest and most beautiful specimens ever surrendered by the natural world.

And across the road, the V&A: 4.5 million examples of art and design representing the pinnacle of human creativity throughout the millennia and from across the world.

It's enough to fascinate anyone for a lifetime, maybe even two.



12 mins



14 mins



22 mins



44 mins



FLAMINGOS AT KENSINGTON ROOF GARDENS

ROYAL ALBERT HALL

This majestic venue hosts close to 400 rock and classical concerts, ballets, operas and film screenings each year.

16 minutes drive

THE IVY

With its tucked-away garden and intriguing drinks list, this is the definition of relaxed sophistication.

12 minutes drive

LAUNCESTON PLACE

Quiet and cosy but highly sophisticated, the wine list wins as many awards as the menu.

15 minutes drive

MAITRE CHOUX PATISSERIE

A choux pastry specialist that's the first of its kind in the world – éclairs and chouquettes of the very highest quality.

16 minutes drive

KITCHEN W8

A fine example of simple, seasonal, Michelin-starred food in a homely environment.

10 minutes drive

KENSINGTON ROOF GARDENS

With one and a half acres of gardens, this is one of the most unusual but luxurious restaurants around.

14 minutes drive



BUCKINGHAM PALACE

THE PARKS

London's such a buzzing capital of commerce and culture that it's easy to forget how nature has moulded it. A quick glance at the map, though, shows that the rich mosaic of parks and garden squares makes green the dominant colour in West London.

It's a short walk up the hill from White City to Kensington Palace Gardens. From there, there's an astonishing amount of greenery to explore. From the magnificent plains of Hyde Park leading into Green Park's rolling arboreal landscape to the verdant tranquility of St James's Park beyond.

West London to Westminster without passing a single shop – who'd have thought it was possible?

SERPENTINE GALLERY

Man Ray and Henry Moore, Andy Warhol and Anish Kapoor, Damien Hirst, Jeff Koons and Marina Abramović have all been exhibited here.

38 minutes tube & walk

INSTITUTE OF CONTEMPORARY ARTS

The home of experimental art and culture with an annual programme of exhibitions and events within the impressive 18th century venue.

41 minutes cycle

KENSINGTON PALACE

The London residence of Prince William and the Duchess of Cambridge. The rooms are filled with a rich variety of treasures from the Royal Collection.

33 minutes tube & walk

BUCKINGHAM PALACE

It needs no introduction... but one of the world's rare working royal palaces opens its grand State Rooms to the public every summer.

37 minutes cycle

THE SERPENTINE LIDO

Soak up the sunshine at the Diana Memorial Fountain or sip a drink at one of the café's waterside tables.

37 minutes tube & walk

THE ORANGERY

Set among the formal gardens of Kensington Palace, The Orangery is your chance to dine under the soaring ceilings of a royal palace.

12 minutes drive

OUR VISION

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

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.

AN EXCEPTIONAL CUSTOMER EXPERIENCE

We 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 national space standards for new homes and will 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.

THE BERKELEY FOUNDATION

Established by the Group in March 2011, the Berkeley Foundation is a registered charity that supports young people and their families in the communities in which Berkeley works.

Now in its fifth year, the Foundation has already achieved a great deal, having committed over £10 million to help address a variety of issues around improving access to good quality housing, helping residents overcome barriers to employment, investing in young people's talent, and boosting care and support for those who need it most.

With these priorities in place, by 2018 the foundation will have:

Supported at least 2,000 people facing or experiencing homelessness.

Helped more than 1,000 young people to develop new skills.

Provided care, support and opportunities for at least 1,500 people with life-limiting illness or disabilities and their families.

Launched a new partnership supporting women at risk of homelessness.

Increased our support for young people experiencing homelessness or suffering from mental illness.

The Berkeley Foundation is also working with Imperial College to launch a new invention space in White City designed to get local school children excited about science and engineering. A gift of £300,000 per year over a period of five years will equip this Reach Out Makerspace and fully fund an intensive programme of workshops, after-school clubs, mentoring and school-time activities reaching over 2,700 disadvantaged students aged nine to 18.

In everything it does, whether that's making housing advice available to families at risk of homelessness or helping people take their first steps on the career ladder, the Foundation continues to make a huge difference to people's lives across London and the South of England.

COMMITTED TO SUSTAINABILITY

As individuals, we can sometimes find it hard to understand the effect we have on the world around us or believe that it’s within our power to change it. One of the most rewarding things about working on projects the size of the ones we work on is seeing the difference that even the smallest, most subtle changes can make: PIR lights that quietly turn off when nobody’s around; extra insulation on hidden heating pipework; underground rainwater harvesting for irrigation. All this adds up, and it adds up quickly.

Of course, there are all sorts of ways we can limit the ecological impact of our business and developments and keep the name St James synonymous with sustainability. There are the more obvious things like installing double glazing and top-of-the-range insulation, high-efficiency white goods and dual flush lavatories throughout every property.

Then there are the other, more inconspicuous approaches. Maximising the offsite pre-fabrication of bathroom and kitchen cupboards, for example, saves a huge amount of material waste as well as countless truck journeys to and from the White City site. Again, it all adds up.

A variety of features have been included to reduce environmental impact and make it easier for you to live a healthy, sustainable lifestyle. These are described overleaf.

ENERGY EFFICIENT LOW CARBON TECHNOLOGIES

PIR lighting in spaces such as cupboards and communal areas to limit waste energy

Energy Efficient Appliances with A+ rating

High-efficiency, low-power LED lighting throughout

Smart energy meters in every apartment, monitoring energy usage

Energy Efficient heating and hot water system using a combined heat and power unit

REDUCING WATER USE

Rainwater harvesting to be used in the landscaped areas

Dual-flush toilets

Low water use taps and showers

ENHANCING ECOLOGY

To increase biodiversity in the development green and brown roofs will be implemented to enable ecological enhancement to the development.

This will be achieved through creating an area for habitat and the provision of habitat for insects. E.g. bees, butterflies and other invertebrates some of which will in turn provide a food source for birds. Key features of what is specified are:

- flowering plant species which will provide both a substantial nectar and pollen resource;
- the diversity of habitat, e.g. different depths of substrate and/or slightly raised pavers, timber features; and
- the maintenance schedule to sustain this overall resource

REDUCING WASTE

All apartments are fitted with space saving recycling bins in the kitchens to make it easy for residents to segregate in the communal bin store and recycle their waste.

DESIGNED FOR LIFE

Our customers are at the heart of all our decisions. We aim to understand their needs and consistently meet or exceed their expectations. The service we provide is professional, efficient and helpful to make the home buying process as straightforward and enjoyable as possible. Our levels of customer service aim to be comparable to other top brands.

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 Teams 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 James.

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 James, 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 James operates a 2 year policy with dedicated Customer Service teams on hand 24 hours a day to deal with enquiries quickly and effectively.

A COMMITMENT TO CREATING SUSTAINABLE COMMUNITIES

St James’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.



Maps are not to scale and show approximate locations only

WHITE CITY LIVING MARKETING SUITE
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*Both White City & Wood Lane Underground
stations located at entrance*

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The information in this document is indicative and is intended to act as a guide only as to the finished product. Accordingly, due to St James White City policy of continuous improvement, the finished product may vary from the information provided. These particulars should not be relied upon as statements of fact or representations and applicants must satisfy themselves by inspection or otherwise as to their correctness. 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. White City Living is a marketing name and will not necessarily form part of the approved postal address. Applicants are advised to contact St James White City to ascertain the availability of any particular property.

