

The background of the entire page is a dark grey color, overlaid with several thin, white, wavy lines that create a sense of movement and depth. These lines are not perfectly horizontal, but curve and flow across the frame.

chelseacreek

LONDON SW6







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Chelsea Creek - London's most elegant new landmark development combines city living and a tranquil waterside location moments from the stylish King's Road, Sloane Square and River Thames.

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# waterside *living* has a new meaning

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Chelsea Creek is London's landmark dockside development. A stunning location offering a peaceful environment within the vibrancy of London. The ideal destination to relax, unwind and live.





## *Waterside living*

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Chelsea Creek is a new world-class destination recreating the historic waterway and connections to the River Thames.

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*Water, the heart of Chelsea Creek*

Chelsea Creek brings a new lease of life to this landmark location, with a stunning new dock where boats can once again connect to the River Thames.









## *Tranquil setting*

Set amongst Chelsea Creek's waterways and landscaped gardens, an exclusive selection of bars and restaurants provide a place to unwind and socialise, ensuring city living at its best.







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# vision for *waterside* city living

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“Chelsea Creek is a wonderful new waterfront development, representing a unique opportunity to create a new magical waterside quarter for London.”

Michael Squire  
*Squire & Partners*





## *The architects vision*

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“Our vision for Chelsea Creek was to bring a characteristically European feel of waterside living to London and we looked to Amsterdam and Copenhagen to inform the design. We replaced the traditional English garden with waterways and tree lined promenades. It is a place of great character and charm.”

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“St George brought a great deal of imagination to this project, the vision of a thriving waterside community in this very upscale part of London. There’s no doubt that because St George had the drive to make that investment, we’ve achieved something extremely unusual in the capital.”

What this means is that “someone will be able to keep a motorboat, a launch, maybe a canoe, go out onto the River Thames: go out on high tide, for two or three hours on the river, have lunch – lovely thing to do. On their return moor in Imperial Wharf, perhaps, walk to their apartment, or have tea or supper at one of the riverside restaurants.”

“The mix of uses are important, with people working as well as living at Chelsea Creek, creating a vibe and something rarely available in a purely residential area. We’ve got restaurants, retail, we’re connected to all the amenities and facilities associated with Imperial Wharf, and close to the prestigious Chelsea Harbour.”

There are a selection of restaurants and retail, well connected to all the amenities and facilities associated with Imperial Wharf, and adjacent to Chelsea Harbour.



# Perfect city living

“Residents’ day-to-day lives were at the heart of every decision we made, we wanted to create a really special place to live.”

This mix is clearly a significant factor in the quality of life designed into Chelsea Creek. “It makes an enormous difference to the feeling of vitality of a place – people walking through to the new Imperial Wharf station, having a little drink or coffee overlooking the dock before they get on their train or of course on their way home to Chelsea Creek.”

The mix extends to the buildings themselves: “The liveability of an area is tied up with the balance between its elements – they all contribute to the lifestyle it will encourage and support. The apartment buildings rise to what I think is a natural height for London of seven or eight storeys – seven with one set back. They’re all in traditional brick, all with balconies with terraces at the top. And they’re shaped like all traditional canalside buildings – like old Amsterdam houses, where the value is in the canal frontage dictates the elevation.”

Chelsea Creek is a distinctive – and a distinguished – place, offering a beautifully planned living environment in an exclusive part of the capital, with the opportunity to spend retail and leisure time in some of the most sought-after venues in London. Much of its great attractiveness does, however, come back to the waterside enclave that architect and developer have created: “this is a working waterway, not a water feature.”







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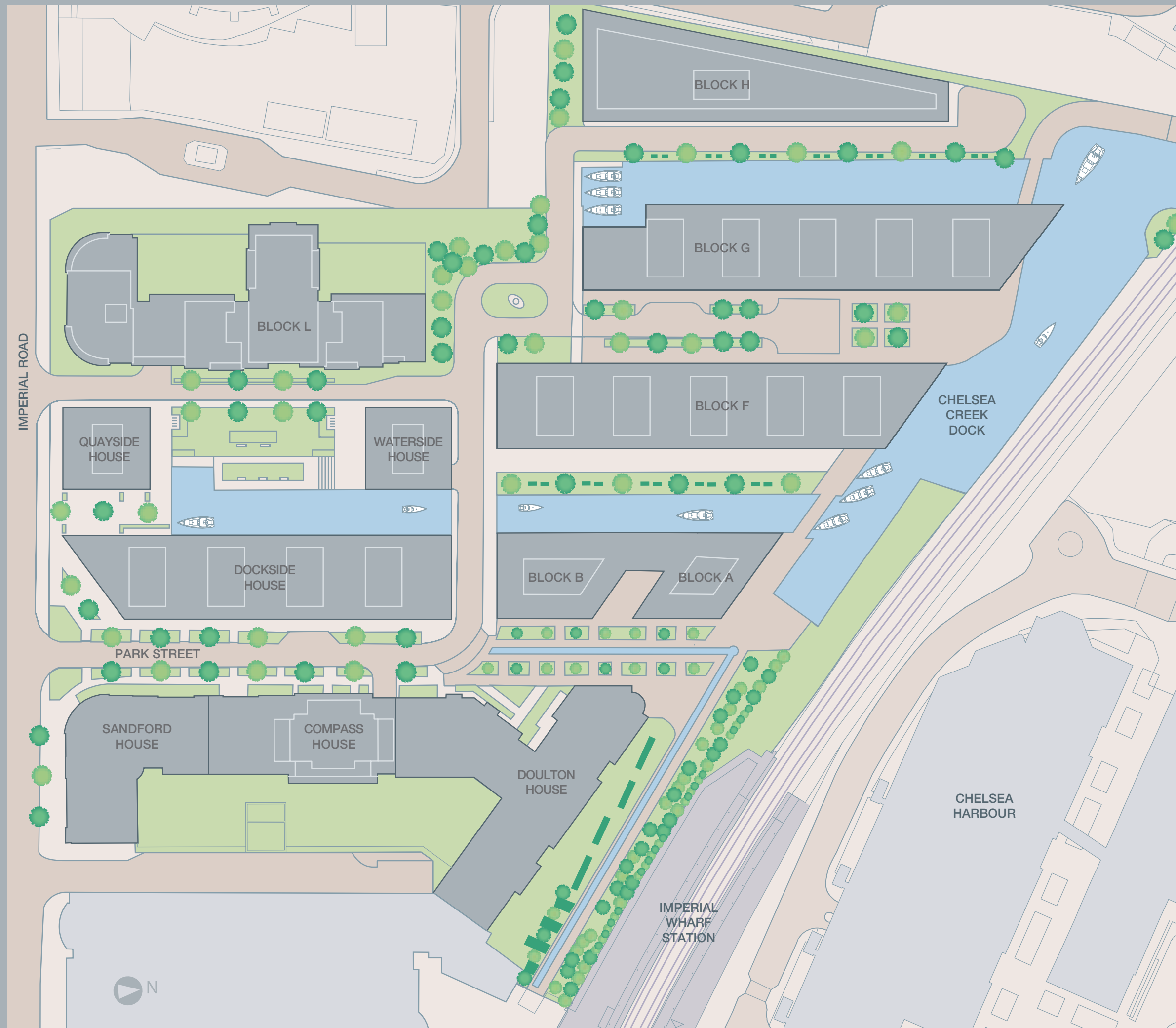
## *Consideration*

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“Chelsea Creek is a distinctive and a distinguished place, offering a beautifully planned living environment in an exclusive part of the capital.”

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# The Masterplan

## *Design for modern city living*

The pinnacle of contemporary city living, light, spacious and built to a high specification, Chelsea Creek is the new benchmark for modern city living with waterside aspects and luxury design throughout.



The site plan shows the proposed masterplan. The information is indicative only and should not be relied upon as accurately showing the layout of Chelsea Creek and is subject to change from time to time from that shown, in accordance with planning permissions to be obtained for each phase. October 2012.





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# *a unique* lifestyle

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As well as Chelsea Creek's spectacular apartments, a dedicated concierge service, along with a luxurious spa and taxi rank, are designed to make day-to-day life more comfortable. And for pure pleasure, the mooring next to the building means that you can arrive via the water in true Venetian style.





## *Waterway access*

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Waterside apartments enjoy direct river access from a private pontoon, where you can moor your boat, or simply enjoy being on the river.

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### *Quality of service*

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Chelsea Creek offers a 24-hour concierge service to meet your day-to-day needs. The concierge and dedicated on-site team will look after the daily management of Chelsea Creek and the private spa, health club and swimming pool. There will also be monitored CCTV systems and video entry phones to give residents extra peace of mind. For the ultimate in convenience, managed car parking is also available.\*

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# an *oasis* for body, mind and soul

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Relax amongst the lavish surroundings of the facilities at The Spa, Chelsea Creek's exclusive private residents-only health spa and fitness centre.









## *The Spa*

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Enter the beautiful interior designed reception area and prepare to unwind in the luxury of private wellbeing facilities located just moments from your home.

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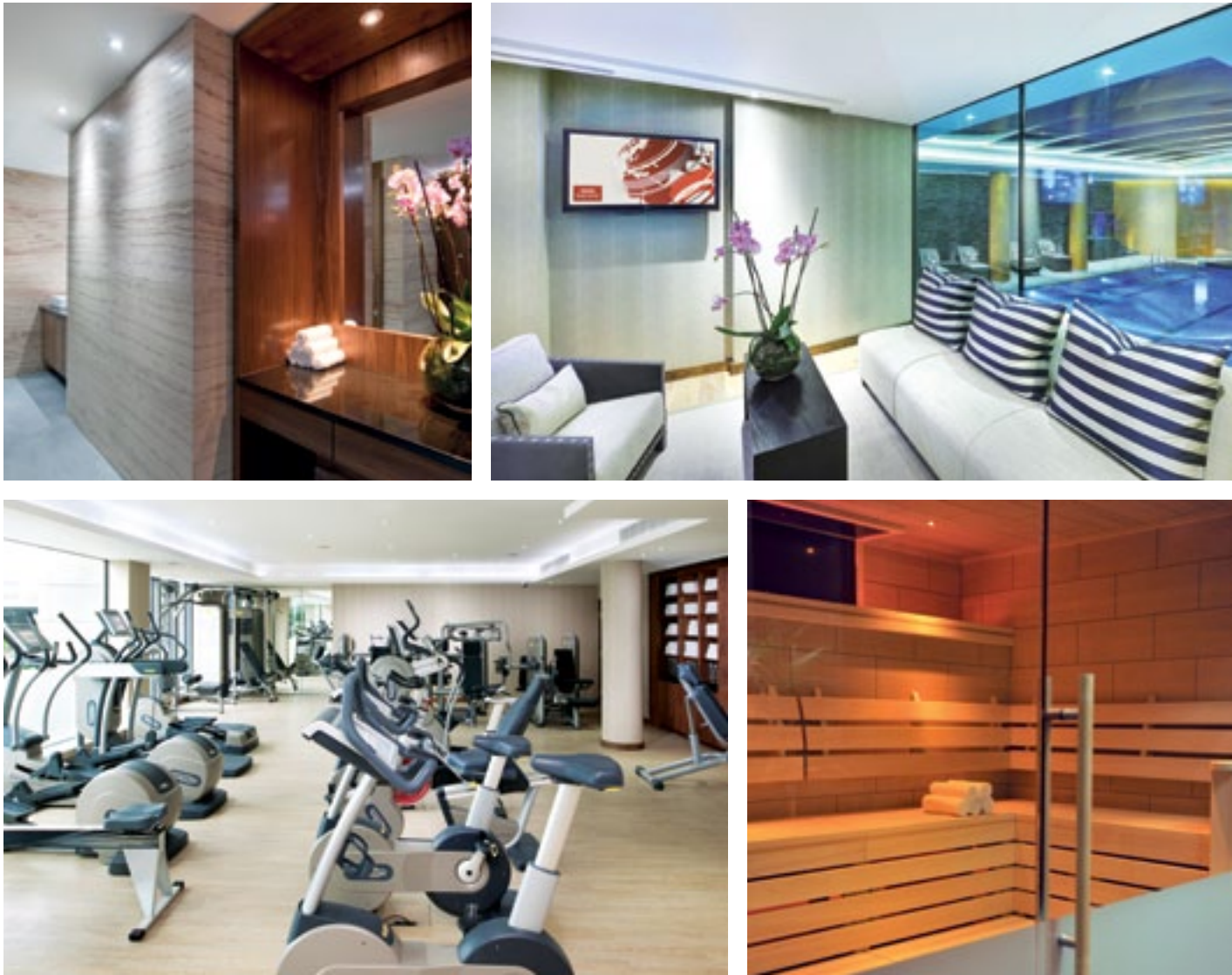


*Invigorate*

Rejuvenate yourself in the fully equipped gymnasium and workout using the latest cardio and kinesis equipment whilst enjoying the embedded TVs.

Enjoy the indoor heated swimming pool and jacuzzi, with serene slate walls and sumptuous sun loungers or relax in the peaceful, Wi-Fi enabled lounge area.

The Spa is well equipped with a treatment room, rain shower, Scandinavian style sauna and a steam room. The facility also has feature lighting and mood enhancing background music.





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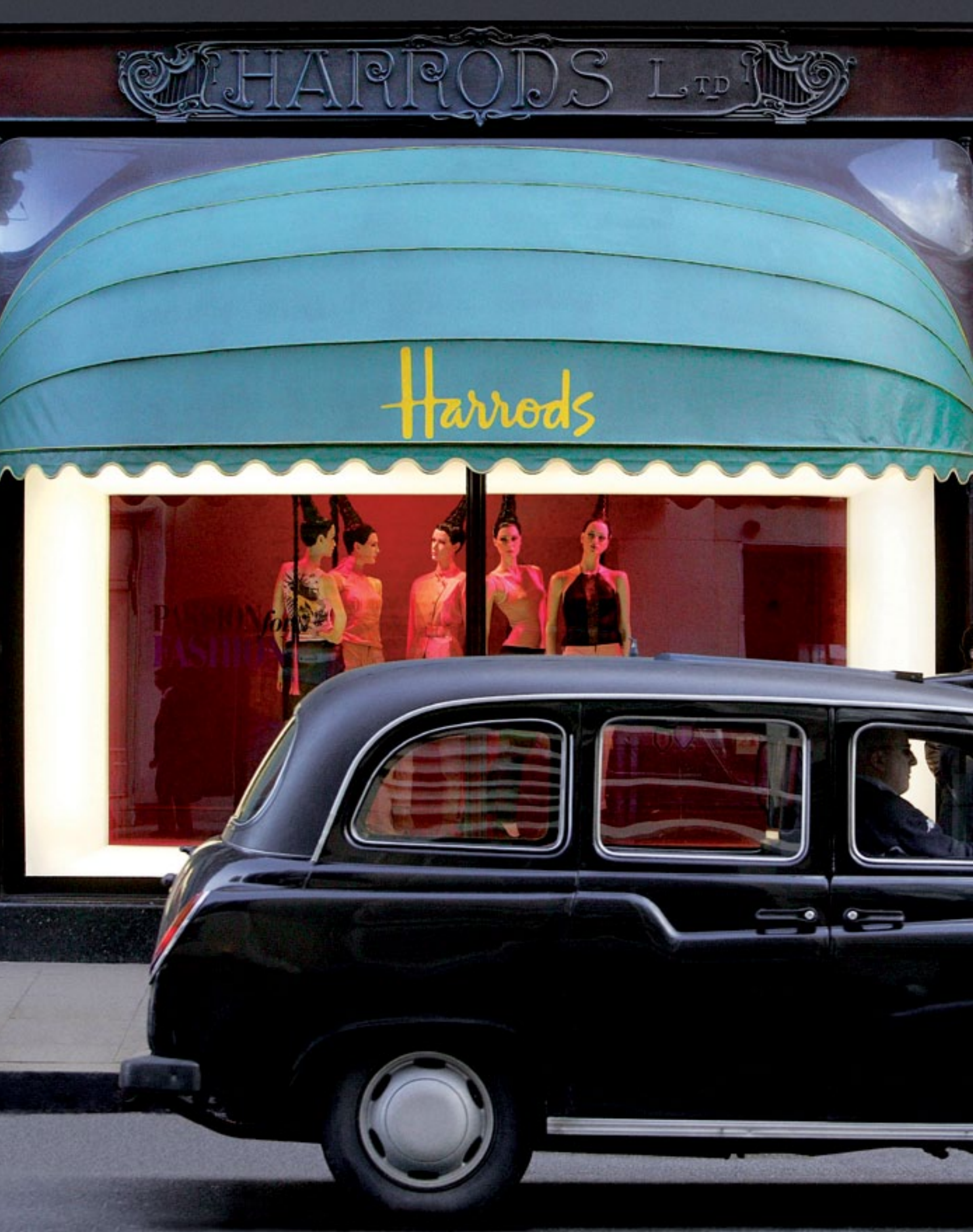
# the *smart* way to travel

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Living at Chelsea Creek means you benefit from all London transport connections – Imperial Wharf railway station, taxi rank, easy access to airports and riverboat services.







Imperial Wharf station, adjacent to Chelsea Creek, is a short four-minute train ride to West Brompton, which connects to London’s extensive Underground system, the rest of the city and beyond.

Imperial Wharf connects to overland train services, with the country’s busiest rail interchange at Clapham Junction just four minutes away, offering services to London Victoria, Gatwick Airport and Brighton. Direct trains will whisk Chelsea Creek residents to the upmarket Westfield Shopping Centre at Shepherd’s Bush in only 9 minutes.

A dedicated taxi rank is available at Imperial Wharf.

**Trains from Imperial Wharf**

Clapham Junction	4 mins
West Brompton	4 mins
Kensington (Olympia)	7 mins
Shepherd’s Bush	9 mins

**Taxi**

Sloane Square	8 mins
Park Lane	11 mins
Oxford Street	18 mins
Knightsbridge	23 mins

**Riverboat services  
(from Chelsea Harbour)**

Chelsea Embankment	5 mins
Putney	20 mins
Blackfriars	25 mins
Canary Wharf	50 mins

**London Underground**

High Street Kensington	12 mins
Oxford Circus	17 mins
Victoria	18 mins
Bond Street	20 mins

**Airports**

London Gatwick	25 mins
London Heathrow	44 mins
London City Airport	56 mins

**Eurostar**

Brussels	1hr 15 mins
Lille	1hr 20 mins
Paris	2hr 15 mins





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# chelsea, the *quintessential* location

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Chelsea Creek is on the doorstep of King's Road  
in Chelsea, where the stylish come to shop,  
dine and socialise.





## *Eclectic Chelsea*

King's Road, a two-mile long stretch of some of London's most fashionable shopping, blends designer boutiques and fashion-forward shops, smart delicatessens and patisseries, antique and contemporary interior design shops.

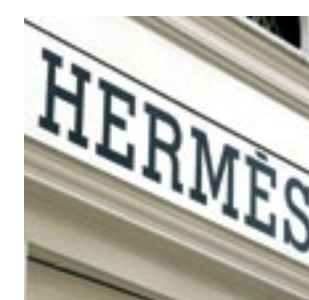
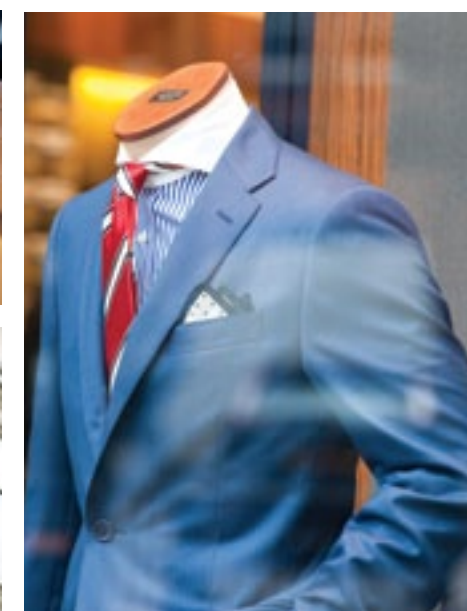
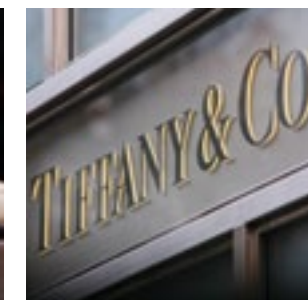
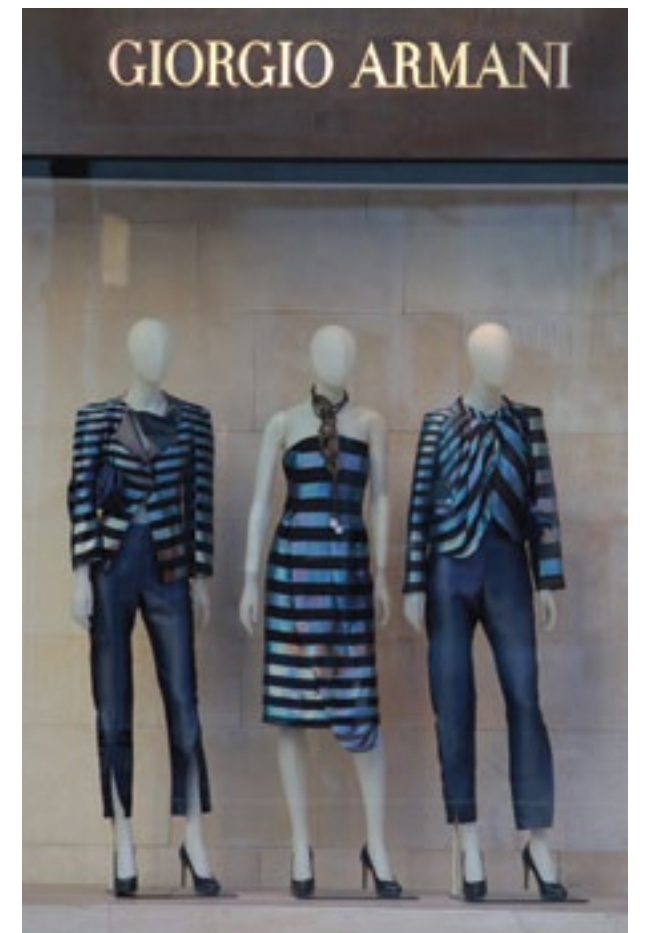
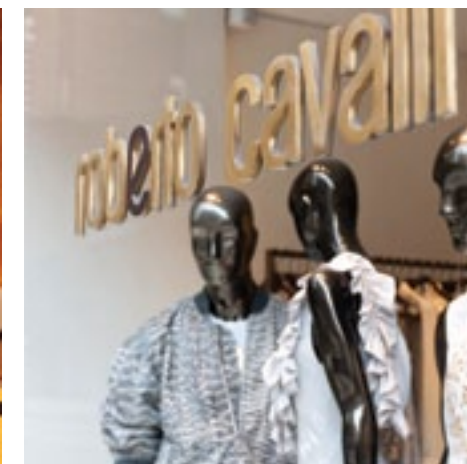
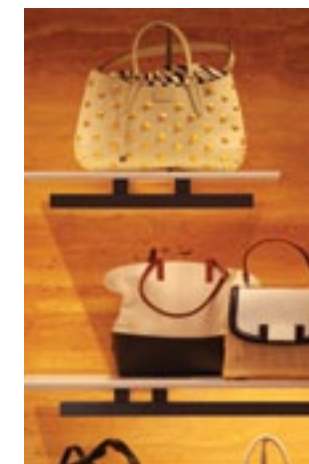






## *Where style comes first*

Find inspiration in the parade of iconic couture houses of Sloane Street, fashion mecca Harvey Nichols and famous luxury department store Harrods. Kensington High Street, another of London's most fashionable shopping hubs is close by, as are the super-luxury boutiques.





*A taste of the Chelsea lifestyle*

Bars, restaurants, cafés and delis make Chelsea a food haven, an ideal place for enjoying fine wine, a gastro-pub lunch or decadent afternoon tea with its collection of gastronomic eateries from the four corners of the globe. The nightlife in Chelsea buzzes, with no end of smart nightspots and world-class restaurants to enjoy with friends.







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# one of the world's most *iconic* cities

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One of the world's most dynamic cities,  
London is constantly changing, reinventing itself,  
and creating exhilarating opportunities for  
those who reside here.





## *London life*

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This buzzing metropolis also retains its timeless heritage, making it a unique blend of old and new. Classical theatre and modern art, fine dining and cutting-edge fashion, innovation and heritage: this marvellous city successfully blends culture, commerce and creativity into a dynamic fusion.

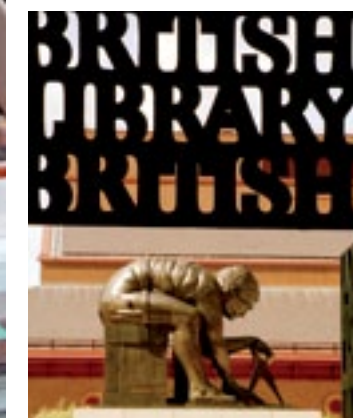
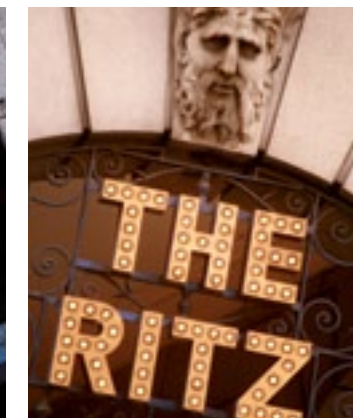
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## *Rich in history & culture*

Just a short trip from Chelsea Creek are some of London's most exciting attractions. Enjoy a concert at the Royal Albert Hall, a tour of the famous Food Halls at Harrods or slick designer boutiques along New Bond Street. Visit the British Museum or enjoy dinner at Claridges.







## Universities & Colleges

London is a great place to learn, with world-class universities and colleges – attracting students from around the world.

### London School of Economics and Political Science

Single-faculty constituent college of the University of London, consistently among the top ranking educational institutions in the world.

### Imperial College London

Highly respected college specialising in Science, Engineering, Medicine and Business.

### University of Westminster

Offers more than five hundred course choices and a broad range of research study options in Architecture, Computer Science, Law, Life Sciences, Media, Arts and Design, Social Sciences, Humanities and Languages.

### City University London

An excellent reputation for graduate employment, especially known for Journalism and Law.

### London South Bank University

Its four faculties cover Health & Social Care, Business, Arts & Human Sciences, Engineering, Science & the Built Environment.

### London College of Fashion

One of the leading centres of fashion education in the world, and the only college in the UK to specialise in Fashion Education, Research and Consultancy.

### Kings College London

Well-respected college especially for History, Politics, Philosophy, Classics, Music, Dentistry, Law and Medicine.

### University College London

One of the most highly regarded British universities, especially for Law, Clinical Medicine, Psychiatry & Psychology, Immunology, Pharmacology and Social Sciences.

### Central St Martin’s College of Art and Design

One of the world’s most revered creative institutions and London’s most important Art, Design, Fashion and Media school.



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# london's *leading* property developer

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St George creates some of the most sought after residential and mixed-use developments across London. In 2002 the company was the first to receive The Queen's Award for Enterprise – a Sustainable Development accolade that was further awarded to its parent company, Berkeley Group in 2008.



## Imperial Wharf

One of London's premier riverside addresses. Located adjacent to Chelsea Harbour, the award-winning development provides stunning river views and enjoys the vibrancy of the nearby King's Road.



## Fulham Reach

Dramatically positioned on the north bank of the River Thames, Fulham Reach is London's new riverside address. Fulham Reach is set in a beautiful riverside location, with luxurious apartments and penthouses featuring the finest-quality materials and enviable river vistas.



## Beaufort Park

North West London's most dynamic new destination. Beaufort Park features a selection of stylish studios, apartments and penthouses, intermixed with avenues, private courtyards and landscaped gardens.



## The Tower, One St George Wharf

Overlooking the River Thames and the historic Houses of Parliament, The Tower, One St George Wharf will be one of Europe's tallest residential towers. It features exceptional interior design, elegant exteriors and breathtaking views.



# Designed for life

Buying a home is one of the most important decisions you will ever make. The qualities that make St George different mean that you can choose a new home from us with complete confidence.

## Award-winning and royally recognised

In addition to receiving numerous awards for quality, design and customer service, St George was granted the 2002 Queen’s Award for Enterprise in Sustainable Development. These prestigious awards recognise and reward outstanding achievements in business performance. The Berkeley Group was also honoured with the title of Britain’s Most Admired Company 2011, a highly-regarded award celebrating the very best of British business.

## Customer service is our priority

We place the highest priority on customer service and will manage the whole moving process for you. Our Customer Service 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 George.

## 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.

## Quality is at the heart of everything we do

At St George, 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 George operates a 2 year policy with dedicated Customer Service teams on hand to deal with enquiries quickly and effectively.

## Unparalleled choice of homes in the most sought after locations

As one of London’s leading developers, St George offers an unrivalled choice of property location, size and type. From city penthouses to modern studio apartments, you’ll 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 George 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.

# Simply a more natural way to life

St George already leads the field in sustainable development, and we are now raising standards higher still with our Vision2020 initiative. When you buy a new home from St George you will be sharing this commitment to a more eco-friendly way of life that has benefits for you and for the whole community.

## As a business we are targeting:

### An exceptional customer experience

- Dedicated sales teams provide exceptional service throughout the whole buying process
- Our Customer Service teams ensure your new home exceeds expectations on all levels

### Greener, more economical homes

- Use 26% less water per person than the average house\*
- Save around £380\* per year on energy bills
- Reduce CO<sub>2</sub> emissions by 76%\*
- Recycling bins in every home
- Space for a home office
- A safe place to store bicycles

### Creating sustainable communities

- Close to essential amenities including schools, parks and shops
- Good access to public transport
- Streets that are friendly for pedestrians and cyclists as well as cars
- Safe public spaces and pedestrian routes
- Homes designed to adapt to changing needs

### A commitment to the future

- St George sets targets to reduce the water use and emissions associated with our construction activities and business operations
- We also pledge to reuse or recycle over 80% of our construction, evacuation and demolition waste

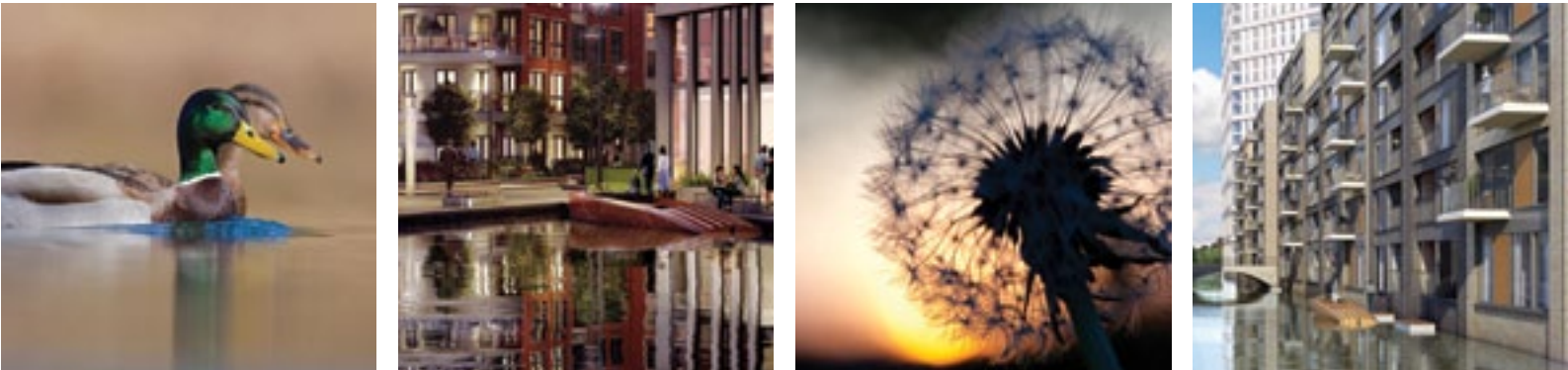
Some features are only applicable to selected developments. Please check with the Sales Consultant. \*Savings vary between every home. Figures based on a typical 3 bed St George home achieving Code for Sustainable Homes Level 3. For further details contact: sustainability@berkeleygroup.co.uk



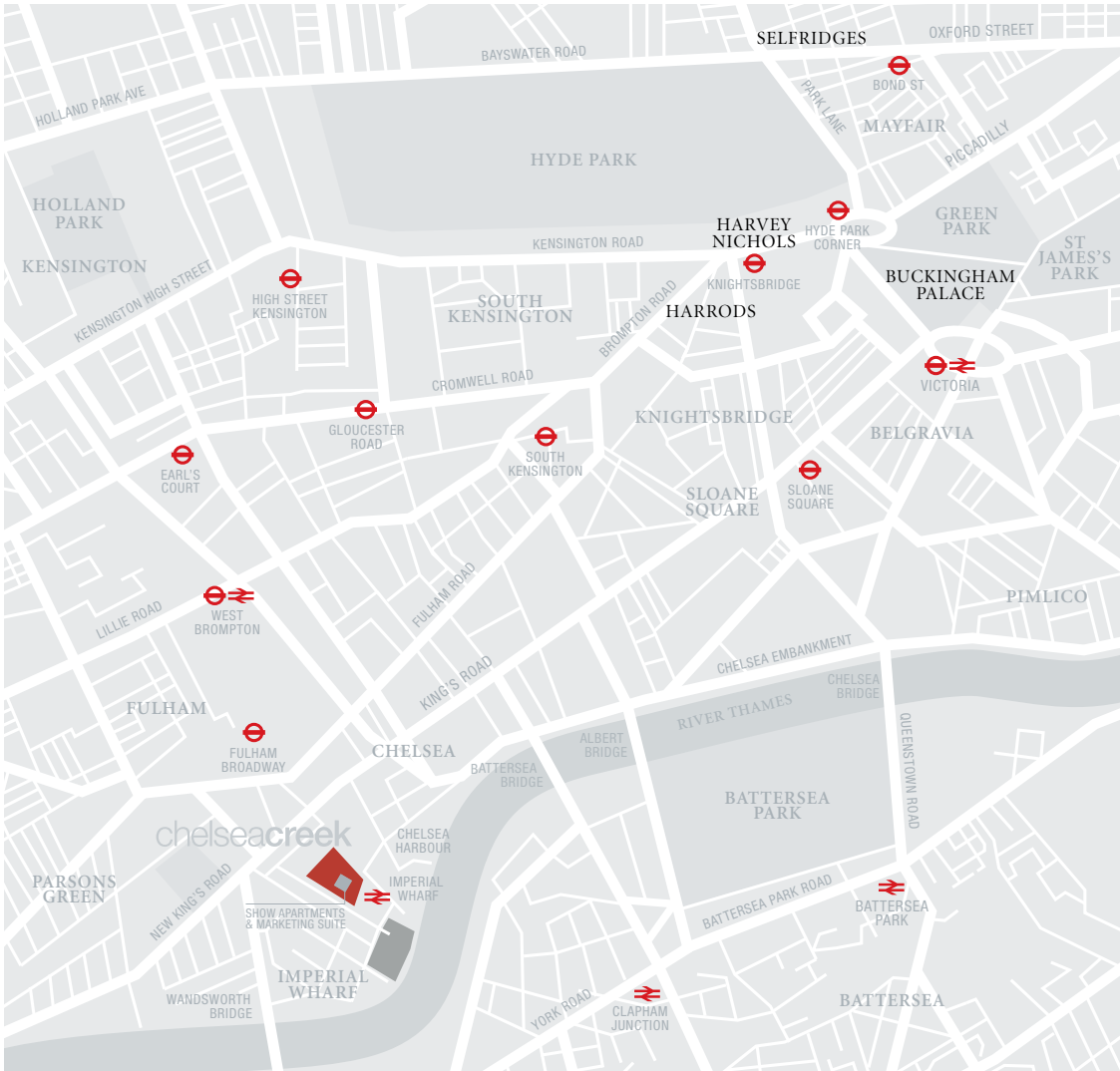
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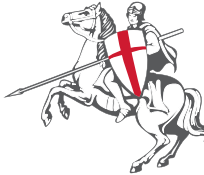






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*[www.chelseacreek.co.uk](http://www.chelseacreek.co.uk)*



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