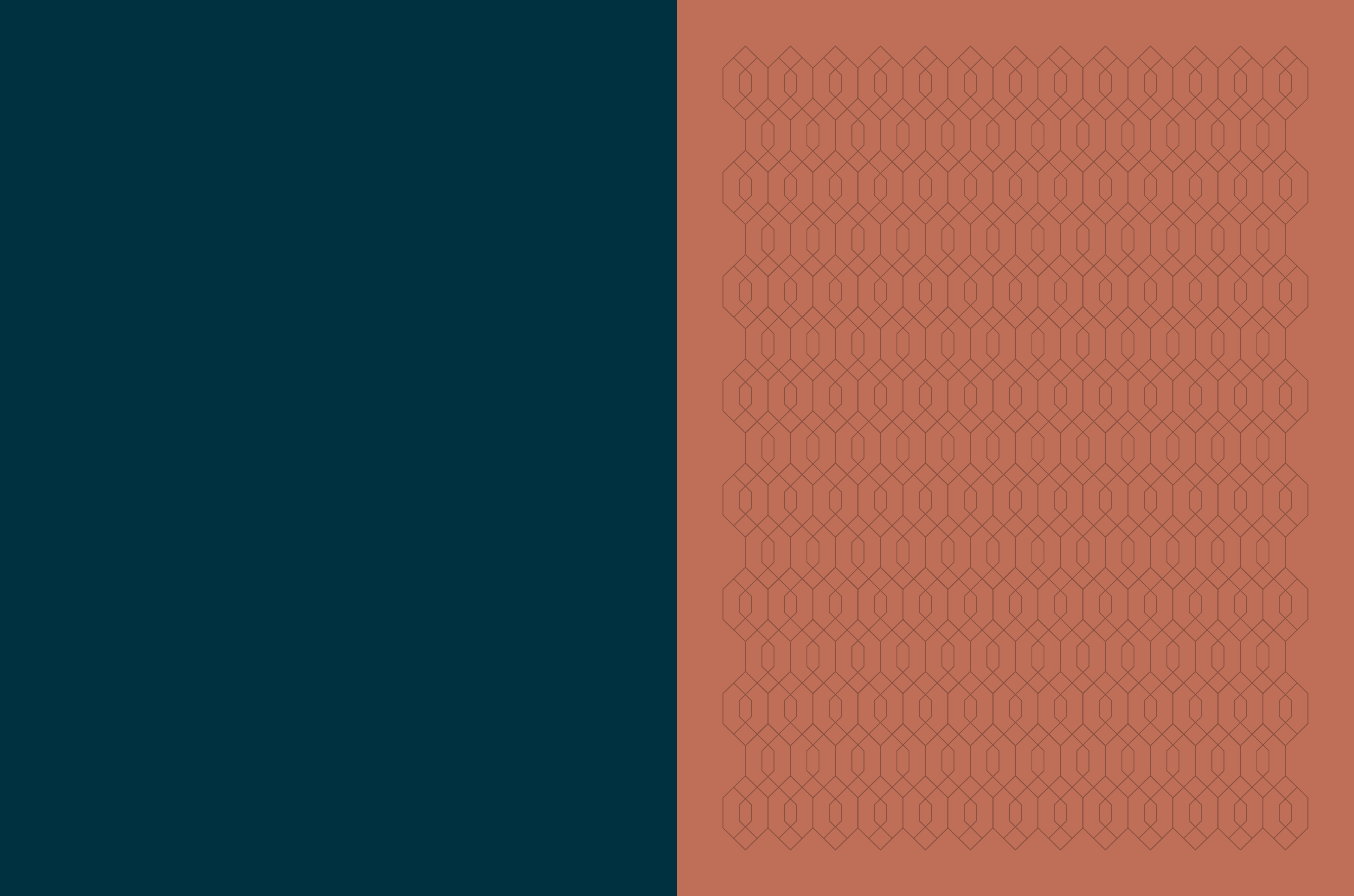
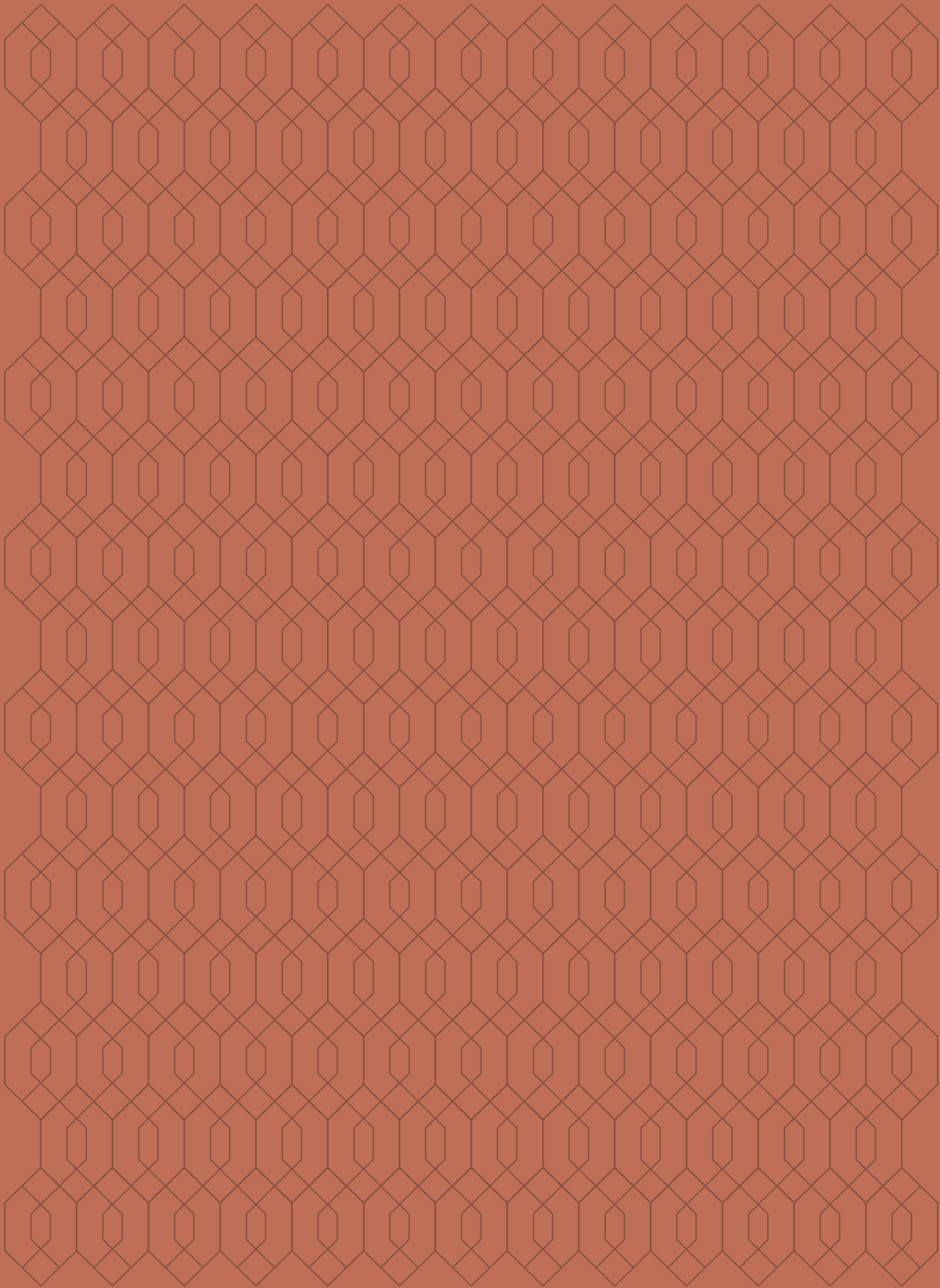


WEST END GATE

—
LONDON W2

Berkeley
Designed for life





Refined London living reinvented



Announcing the entrance to London's West End, the aptly named West End Gate is a modern interpretation of classic London. Inspired by the much loved mansion block vernacular, it brings brand new homes to one of London's most prestigious postcodes. Its 30-storey tower is iconic in form and stature, providing impressive city views.

Designed by renowned architects Squire & Partners, West End Gate offers a range of facilities, including a 24-hour concierge, residents' private gym and pool, cinema screening room, and business lounge, while brand new boutiques, restaurants and cafés lead onto Edgware Road. At the heart of West End Gate is a garden oasis where a new piazza will be created, complete with water features and seating.

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Designed For Life







Quintessential London





01



02

01 Royal Albert Hall.
02 Ralph Lauren, New Bond Street.
03 View of The Thames, Tower Bridge, City Hall & The Shard.



03

Transport & Travel

West End Gate is perfectly positioned to enjoy the very best of London. World-class cuisine and jewels of cultural heritage are enviably close.

Residents will enjoy convenient high-frequency travel from Edgware Road station, a mere one-minute walk from West End Gate. From here, four Underground lines provide swift access around London. Paddington station is a short walk away and, as well as direct links to Heathrow Airport, it is also one of the stations on the new Crossrail Elizabeth line. Edgware Road itself is served by a number of bus routes, ensuring convenient travel to central London destinations and beyond.



Walk

Edgware Road Station	1 min
Marylebone Station	9 mins
Paddington Station	11 mins
Hyde Park	15 mins
Marble Arch	15 mins
Regent's Park	16 mins
Chiltern Firehouse	18 mins
Marylebone High Street	19 mins
Selfridges	20 mins
Alain Ducasse at the Dorchester	25 mins
University of Westminster	29 mins
Nobu	29 mins
Harvey Nichols	30 mins
Marcus at The Berkeley	31 mins
Harrods	35 mins



Underground & Bus

Regent's Park Station	4 mins
Euston	14 mins
The Royal Academy	15 mins
Selfridges	16 mins
Hyde Park	18 mins
Nobu	18 mins
Alain Ducasse at the Dorchester	18 mins
University of Westminster	19 mins
Theatre Royal Haymarket	21 mins
English National Opera	21 mins
Adelphi Theatre	23 mins
London School of Economics	24 mins
Marcus	27 mins
Aldwych Theatre	28 mins



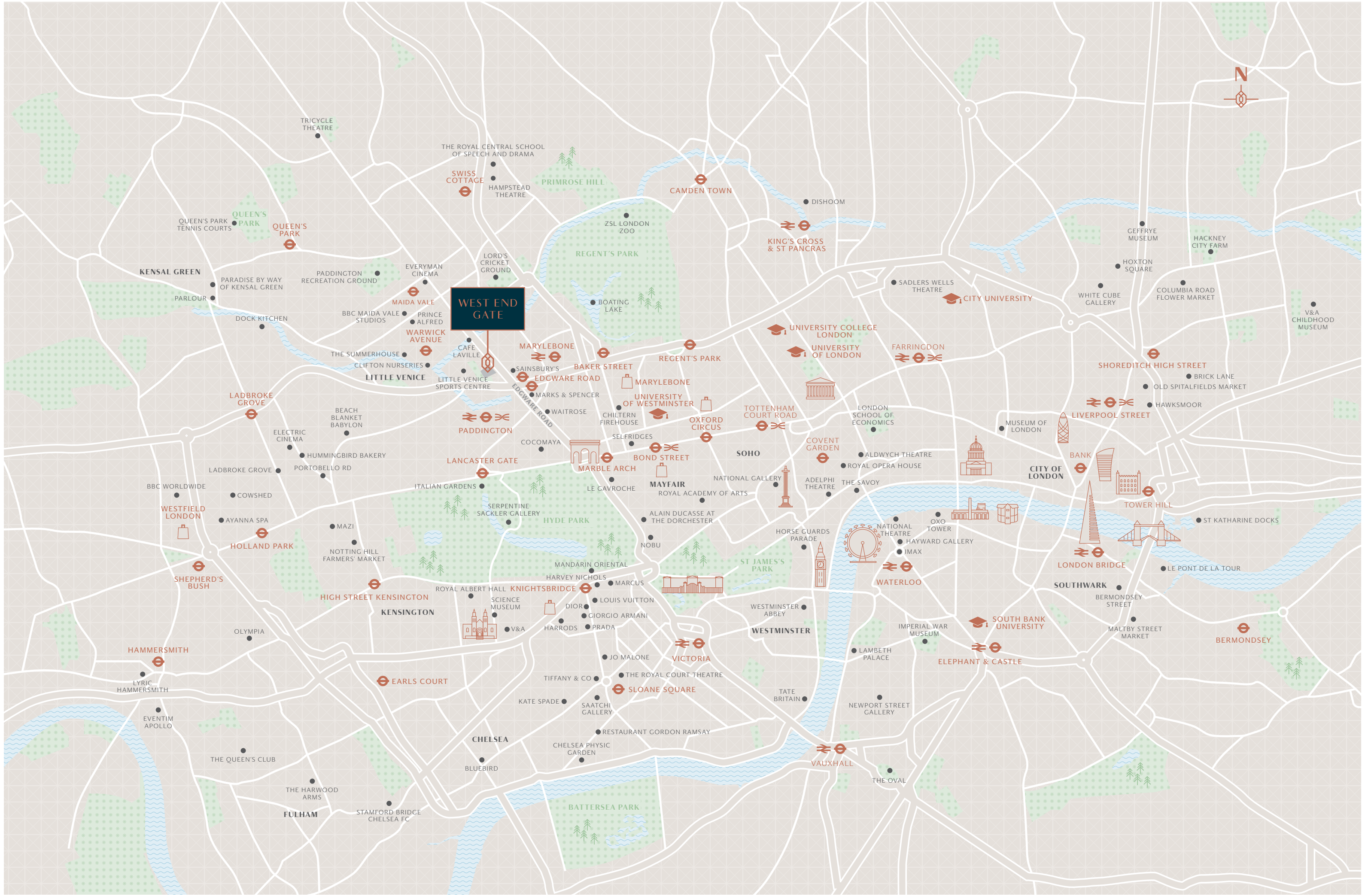
Road

Lord's Cricket Ground	5 mins
Nobu	11 mins
Green Park	12 mins
Mahiki	14 mins
Bond Street	14 mins
Victoria & Albert Museum	14 mins
Buckingham Palace	15 mins
Harrods	15 mins
Saatchi Gallery	17 mins
King's Cross St Pancras	20 mins
Royal Opera House	23 mins
Covent Garden	23 mins
The Savoy	28 mins
Tate Modern	33 mins



Rail

Farringdon	19 mins
Heathrow Airport	21 mins
Liverpool Street	25 mins
Old Street	30 mins
Canary Wharf	34 mins



Map is not to scale and shows approximate locations only. All travel times are approximate and taken from www.tfl.gov.uk, walkit.com and google.co.uk/maps and thetrainline.com. Train and bus times represent peak journey times. Underground travel from Edgware Road Station. Rail travel from Paddington Station.

Two Royal Parks



Enjoy the close proximity to two of London's most famous parks. Whether you prefer a scenic walk on the banks of The Serpentine in Hyde Park or delight in the captivating scent of the Rose Garden at Regent's Park, you are never far from verdant parkland.



The Serpentine Bridge in Kensington Gardens, London.



- 01 Hyde Park.
- 02 Gate in Hyde Park.
- 03 Hyde Park café.
- 04 Path & bench Regent's Park.



01

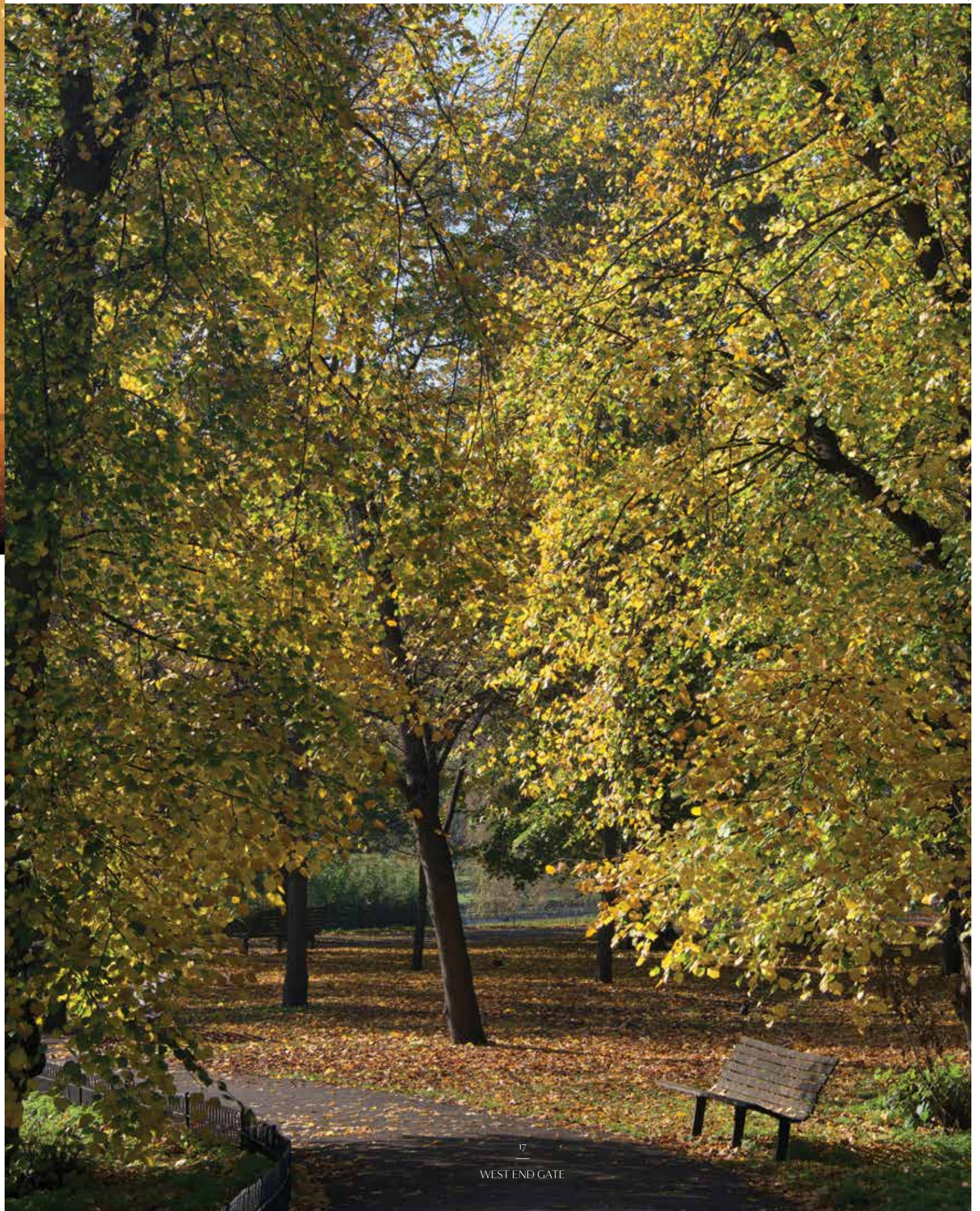
More than 760 acres
of parkland waiting to
be enjoyed at the nearby
Regent's & Hyde Parks.



02



03



04

Welcome to the neighbourhood



West End Gate is positioned between the tranquil waterways of Little Venice and the stylish mansions of Marylebone. Live in an area renowned for its timeless charm and refined lifestyle, a destination long established as a desirable place to live.



Fischer's Viennese café, 50 Marylebone High St, W1.



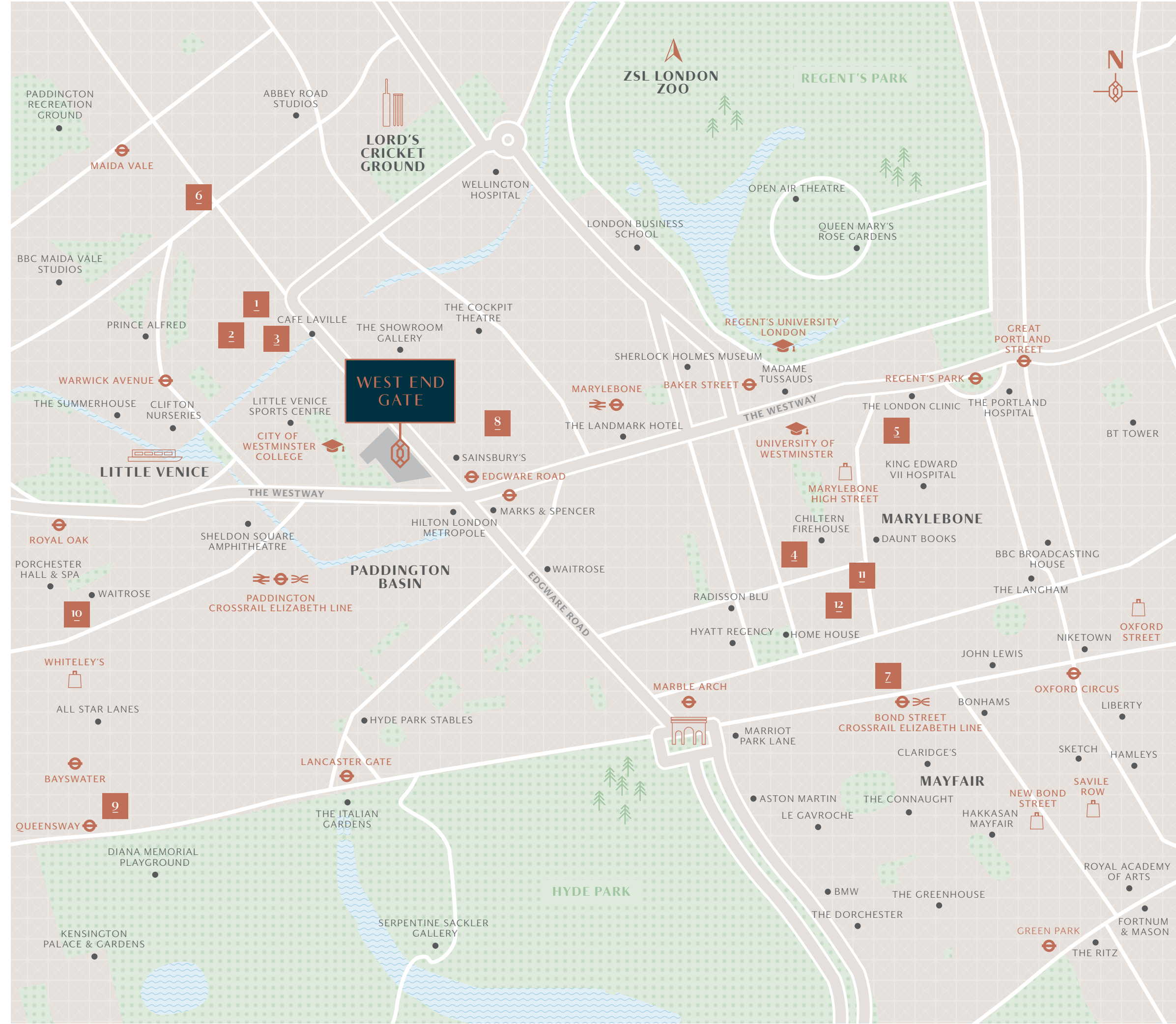
Lively & prestigious

Benefitting from a central London location, West End Gate is uniquely placed between two of London's most iconic parks - Hyde Park to the south and Regent's Park to the north-east.

The immediate locality also benefits from picturesque waterways such as Little Venice, from which tranquil canals wind their way through the heart of the city, offering waterside cafés, pubs and scenes of animated barge life. World-renowned retail and cultural districts such as Mayfair and Soho are enviably close, showcasing the best designer brands, world-class theatre and internationally renowned institutions such as The Royal Academy. Nearby Marylebone boasts a myriad of smaller boutiques and independent stores in an almost village-style setting.



01 Club Monaco store
2 Chiltern St. W1.
02 Raoul's Deli
Maida Vale, W9
03 Marylebone Railway Station.
04 Hyde Park.
05 Little Venice.



Map is not to scale and shows approximate locations only. Times & information correct at time of going to press

- 1** **RAOUL'S DELI**
High quality delicatessen.
8-10 Clifton Road
London, W9 1SZ
OPENING HOURS:
Mon - Fri 7.30am - 8.30pm
Saturday 7.30am - 8.00pm
Sun & Bank Holiday
8.30am - 7.00pm
www.raoulsdeli.com
+44 (0)20 7289 6649
- 2** **BAKER & SPICE**
An original selection of cakes,
pastries, breads & cookies.
20 Clifton Road
Maida Vale
London, W9 1SU
OPENING HOURS:
Mon - Sat 7.00am - 7.00pm
Sun 8.00am - 6.00pm
www.bakerandspice.co.uk
+44 (0)20 7289 2499
- 3** **ABSOLUTE FLOWERS**
Contemporary floristry,
stylish gifts and homeware.
12-14 Clifton Road
London, W9 1SS
OPENING HOURS:
Mon - Sat 8.00am - 6.30pm
Sun 10.00am - 5.30pm
www.absoluteflowersandhome.com
+44 (0)20 7286 1155
- 4** **CLUB MONACO**
Modern yet timeless clothing
for men and women.
2 Chiltern Street
London, W1U 7PR
OPENING HOURS:
Mon - Sat: 11.00am - 7.00pm
Sun 12.00pm - 6.00pm
www.clubmonaco.com
- 5** **FISCHER'S**
An informal neighbourhood
café and konditorei.
50 Marylebone High Street
London, W1U 5HN
OPENING HOURS:
Mon - Sat: 8.00am - 11.00pm
Sun 8.00am - 10.00pm
www.fischers.co.uk
+44 (0)20 7466 5501
- 6** **EVERYMAN CINEMA**
Two-screen cinema with cocktail
bar and sofa seating.
215 Sutherland Avenue
London, W9 1RU
OPENING HOURS:
Half an hour before the first
film of the day
www.everymancinema.com
+44 (0)871 906 9060
- 7** **SELFRIDGES & CO.**
World-famous department
store featuring designer fashion,
accessories and a foodhall.
400 Oxford Street
London, W1A 1AB
OPENING HOURS:
Mon - Sat 9.30am - 9.00pm
Sun 11.30 - 6.00pm
www.selfridges.com
+44 (0)800 123 400
- 8** **LISSON GALLERY**
Contemporary art gallery
founded in 1967.
67 Lisson St
London, NW1 5DA
OPENING HOURS:
Mon - Fri 10.00am - 6.00pm
Sat 11.00am - 5.00pm
www.lissongallery.com
+44 (0)20 7724 2739
- 9** **QUEENS ICE AND BOWL**
Ice skate, bowl and dine.
17 Queensway, Bayswater
London, W2 4QP
OPENING HOURS:
Sun - Thurs 10.00am - 11.00pm
Fri - Sat 11.00am - midnight
www.queensiceandbowl.co.uk
+44 (0)20 7229 0172
- 10** **HEAL'S**
Modern contemporary furniture
and lighting.
The Queens Building,
Westbourne Grove
London, W2 5AA
OPENING HOURS:
Mon - Wed 10.00am - 7.00pm
Thurs 10.00am - 8.00pm
Fri - Sat 10.00am - 7.00pm
Sun 12.00am - 6.00pm
www.heals.com
+44 (0)20 7221 6329
- 11** **WALLACE COLLECTION**
Home to a collection of works
of art, paintings, furniture, arms
& armour and porcelain.
Hertford House,
London, W1U 3BN
OPENING HOURS:
Mon - Sun 10.00am - 5.00pm
www.wallacecollection.org
+44 (0)20 7563 9500
- 12** **WIGMORE HALL**
Concert hall specialising in
chamber and instrumental music,
early music and song.
Wigmore Hall, 36 Wigmore Street
London, W1U 3BP
BOX OFFICE OPENING HOURS:
Mon - Sun 10.00am - 7.00pm
during the season
Mon - Sun 10.00am - 5.00pm
off peak and when there is no
evening concert
wigmore-hall.org.uk
+44 (0)20 7935 2141



“The area is like a little village in the middle of London, everyone knows each other and they have their own little community here.”

Fischer’s, Marylebone High Street



- 01 La Fromagerie,
2 - 6 Moxon Street W1.
- 02 Absolute Flowers,
14 Clifton Rd W9.
- 03 Café Laville,
453 Edgware Rd W2.
- 04 Fischer's Viennese café,
50 Marylebone High St W1.
- 05 Club Monaco store
2 Chiltern St W1.



01

02

03

04

05

Beautifully crafted, innovative architecture



A grand statement



A new form has been created by translating the architectural language of a traditional London residence into a bold vertical statement.

Re-imagining the mansion at height, Westmark makes a distinctive statement on the London stage as a curved, stone tower, idiosyncratic in expression and form. The sweeping entrance at ground level creates a strong sense of arrival, befitting only the most prestigious of destinations. Secluded seating arrangements in the lobby provide pockets of privacy for residents making the transition from street to sanctuary.



Contemporary architecture meets traditional craftsmanship

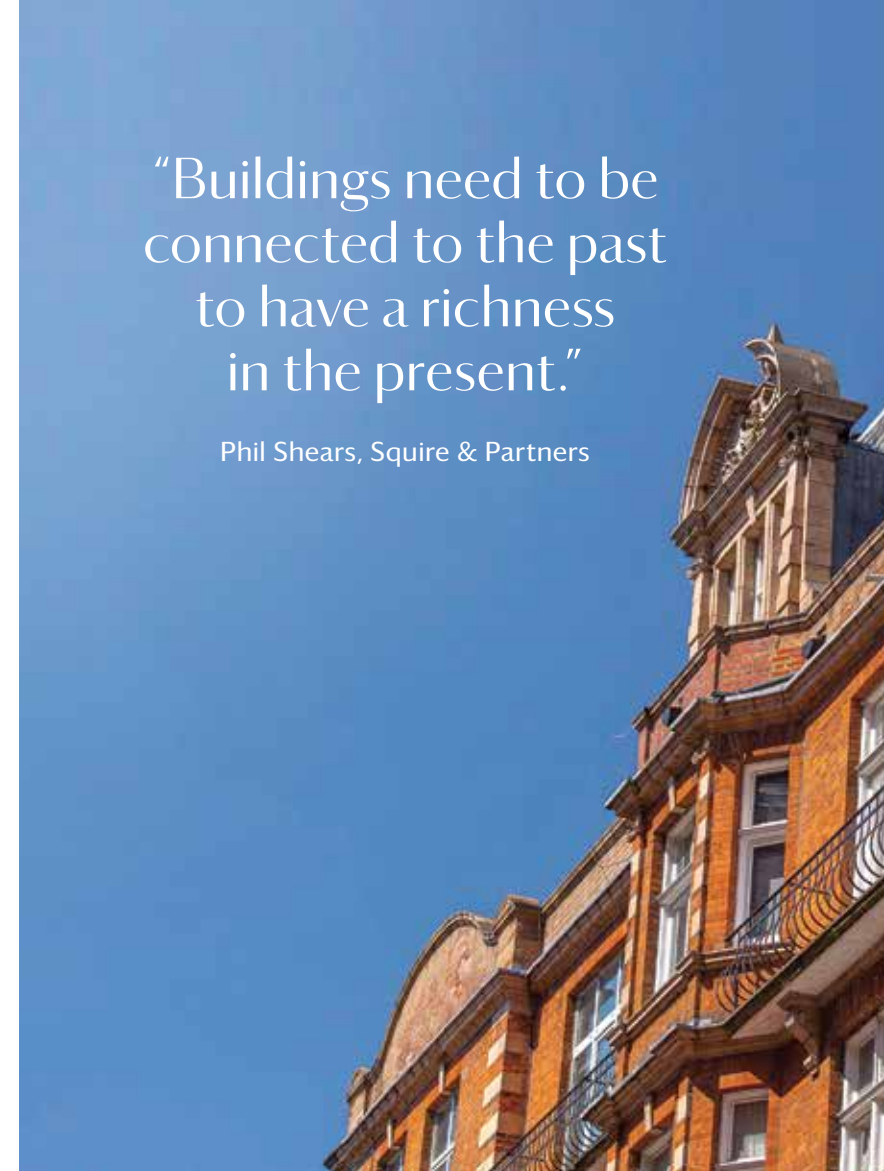


Capturing the spirit and character of nearby period buildings, the architecture of West End Gate reinterprets the values of mansion block living into homes designed for the 21st century.

From Mayfair and Maida Vale to the apartment blocks of Manhattan, red-brick buildings epitomise traditional metropolitan living, exuding luxury, grandeur and quality of craft. West End Gate fuses the best of the old with modern materials. The result is a contemporary residence, with all the simple elegance and charm of classic London.

“Buildings need to be
connected to the past
to have a richness
in the present.”

Phil Shears, Squire & Partners





The site plan is indicative only and subject to change. In line with our policy of continuous improvement we reserve the right to alter the layout, building style, landscaping and specification at any time without notice.

Garden square in the heart of London



A peaceful green enclave



A central green oasis provides a peaceful setting in which residents can relax and unwind, away from bustling city life.

Pockets of greenery are situated around a linear water feature, which flows throughout the square, tapering off into a small waterfall. Ornamental water lilies, elegant flower beds and thoughtful landscaping creates a space full of beauty and elegance.



Computer-generated image, indicative only.



State-of-the-art facilities

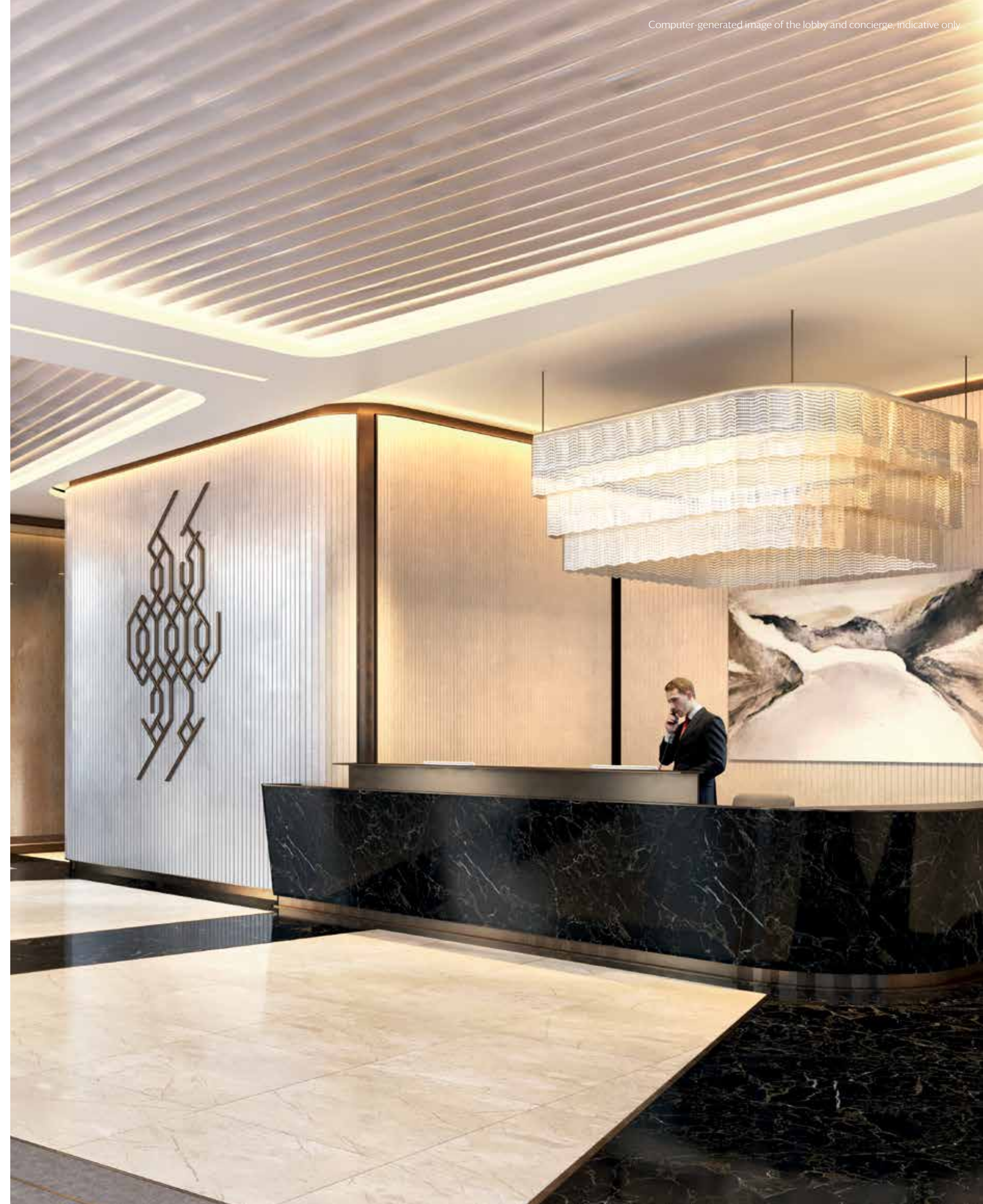


A complete lifestyle



Designed with elegant simplicity, the interior spaces have been thoughtfully sculpted and dressed.

A 24-hour concierge is on hand to deliver a seamless living experience, while health and fitness facilities within Westmark ensure optimum convenience. The swimming pool features a fluted ceiling and ambient lighting making it the perfect place to relax after a day's work. The state-of-the-art gym is designed to meet the needs of all users, with personal trainers on hand to create bespoke programmes to suit individual needs.





Computer-generated image of swimming pool, indicative only.



Computer-generated image of swimming pool, indicative only.



Cinema photography is representative of facilities at a similar Berkeley Group scheme.



Gym photography is representative of facilities at a similar Berkeley Group scheme.



Classic interiors



Understated luxury



Balancing the warmth of the red-brick exterior with a modern take on classic English design, the interior design enriches and refines the architectural design cues and creates relaxed living spaces.

With the vernacular of traditional mansions in mind, two similar yet distinctive interior spaces in the tower and mansion blocks have been created. The Westmark tower takes on a vertical perspective, with reflective surfaces, graphic details, accents of colour and overtones of silvers and grey leading the interior aesthetic in a more contemporary fashion overall. Meanwhile, the mansion blocks share a deeper connection with the landscape at ground level. With residences arranged more formally, the interiors include richer materials of warm bronze and heritage tones.











A vision created through partnership



Squire & Partners



Winner of The Sunday Times' Architect of the Year and Development of the Year in 2015, Squire & Partners is a major UK practice with a broad range of work - from international masterplans to London-based projects including schools, hotels and number of high-profile tall buildings.

The practice is noted for contemporary design and crafted elements which sit comfortably with the surrounding context. Recent public commissions include a design technology block for St James School, a new leisure facility for The Hurlingham Club and the award-winning Bulgari Hotel & Residences in Knightsbridge.

www.squireandpartners.com



Designed for life

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

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 Berkeley, 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 ten-year warranty all new homes receive, Berkeley operates a two-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

Berkeley'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.

Our commitment to sustainable living. Homes at West End Gate benefit from:

- ~ Energy-efficient design including a highly insulated building envelope (above Building Regulation requirements to save on heating costs).
- ~ Energy-efficient appliances provided to lower the running costs and carbon footprint of the home.
- ~ Centralised energy centre with electricity generation to offset running costs of common areas.
- ~ Homes designed for low water consumption to preserve the water resources.
- ~ 100% low energy lighting and PIR lighting in communal areas.
- ~ Home office locations provided to all homes apart from suites.
- ~ Wi-Fi in the concierge.
- ~ Covered cycle storage facilities provided to enable use of sustainable transport modes.
- ~ Residents' Gym.
- ~ Landscaped gated courtyard garden as residents' private amenity space.
- ~ A sustainable green roof will be installed on suitable roof spaces. This will contribute to increased levels of biodiversity on site.



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.

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.

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.



* 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.



Proud to be a member of the Berkeley Group of companies







Maps are not to scale and show approximate locations only.



West End Gate
Sales & Marketing Suite

Queenstown Road
London
SW8 4PE

020 3603 0809
www.westendgate.co.uk



The information in this document is indicative and is intended to act as a guide only as to the finished product. Accordingly, due to Berkeley Homes' 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. West End Gate is a marketing name and will not necessarily form part of the approved postal address. Applicants are advised to contact Berkeley Homes to ascertain the availability of any particular property. Computer-generated images are indicative only and subject to change. Lifestyle images are indicative only. The West End Gate site plan is indicative only and subject to change. In line with our policy of continuous improvement we reserve the right to alter the layout, building style, landscaping and specification at any time without notice. Your attention is drawn to the fact that it may not be possible to provide the branded products as referred to in the specification. In such cases, a similar alternative will be provided. Berkeley Homes reserves the right to make these changes as required. Maps are not to scale and show approximate locations only. Design by Totality UK Ltd. www.totality.co.uk

