



STANMORE  
PLACE

HONEYPOD LANE, HA7



Royal Crescent

**Distinctly different**  
Outstanding contemporary living

St Edward  
Designed for life



## Stanmore Place A new phase is revealed

Royal Crescent, a new collection of 1, 2 and 3 bedroom apartments and penthouses, continues the success story of Stanmore Place. This multiple award-winning community is already one of the most desirable addresses in the area. Its unique attributes include the feature lake, stunning architecture and landscaped squares and avenues, created by St Edward to exemplary standards. Royal Crescent offers an exciting opportunity to experience the exclusive way of life at Stanmore Place.



Photography of Stanmore Place.

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## London, the world city

The backdrop to 2,000 years of history and home to world class business, entertainment and shopping, London is one of the world's most enthralling cities. At Stanmore Place, the Capital's temptations and attractions are just 25 minutes away by London Underground\*.

There is shopping on world famous Bond Street, Sloane Street, Knightsbridge and Oxford Street, where one can browse in boutiques and department stores for luxuries and everyday purchases. For fine dining, London delivers: with over sixty Michelin-starred restaurants and countless cuisines.

The arts, entertainment and cultural world also makes its presence felt in London. International stars of theatre, opera, arts, rock and classical music perform in London's theatres, arenas and concert halls which range from intimate performance spaces to the vast auditoria of the O2 Arena and Wembley Stadium.

The Capital's visitor attractions are just as varied, from its revered palaces, churches and museums to the excitement of new venues such as Tate Modern and The Shard.

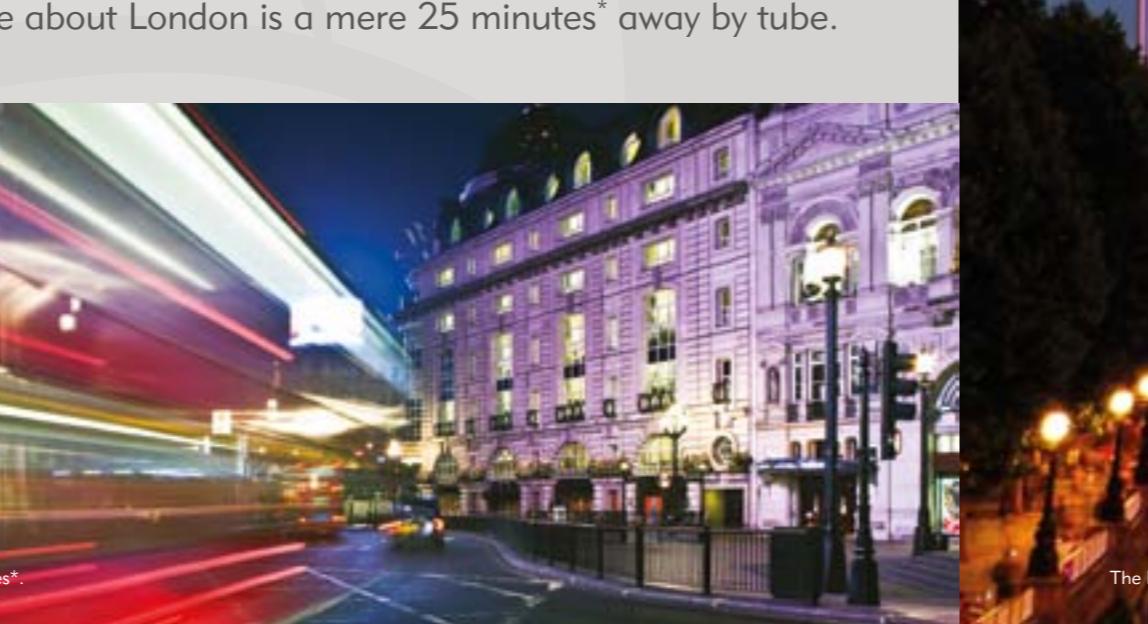
\*Journey times are approximate only. [www.tfl.gov.uk](http://www.tfl.gov.uk)



London Bridge 38 minutes\*.



Shakespeare's Globe 61 minutes\*.



Piccadilly Circus 40 minutes\*.



The London Eye and The Houses of Parliament 40 minutes\*.



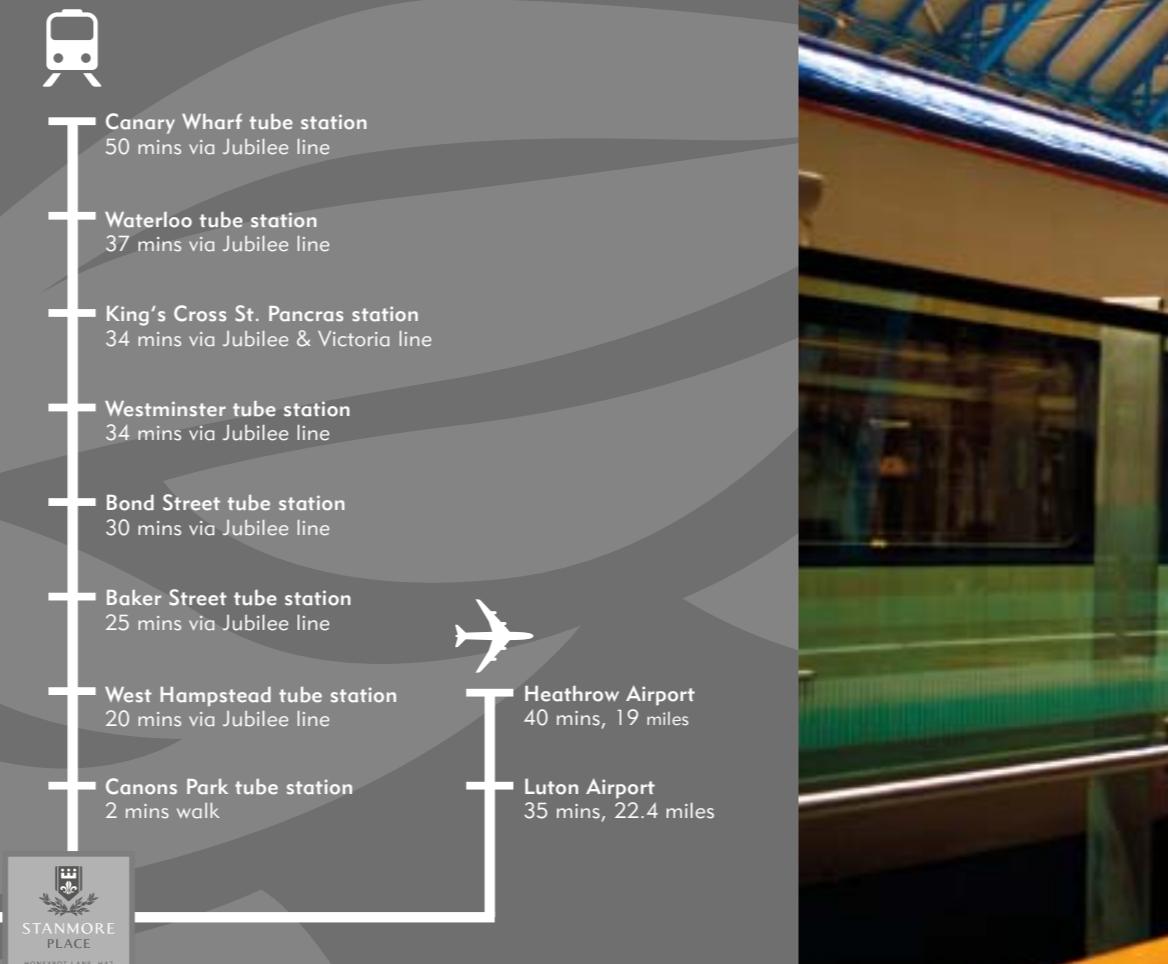
## Location is everything

Stanmore Place has excellent connections to London and beyond. The Jubilee Line from Canons Park station is just a few minutes walk from the development, with direct services to Baker Street, Bond Street, Westminster and Canary Wharf, all key destinations for business or pleasure. From September 2015 the Jubilee Line will provide a 24 hour service on Fridays and Saturdays, ideal if you want to access London nightlife.

Stanmore Place is also well placed for road travel, within easy reach of the M1, A406 North Circular Road and Heathrow Airport, with shopping destinations such as Watford and Brent Cross just a short journey by car.



Efficient road and rail connections make Stanmore Place a near-perfect location for work as well as leisure.



Journey times are approximate only.  
[www.maps.google.co.uk](http://www.maps.google.co.uk) [www.tfl.gov.uk](http://www.tfl.gov.uk)





## Your local lifestyle

Stanmore has a London village ambience, with shops, cafes, boutiques and restaurants clustered along The Broadway and Stanmore Hill. Amenities include a Sainsbury's supermarket, as well as a wide range of independent retailers. In the evening, you can choose from cocktail bars, restaurants and a range of traditional pubs.

Within a short drive of Stanmore there are many other options for shopping and leisure. In Bushey, with its traditional character, there are antique shops to browse in and a host of fine restaurants to try. Battlers Green Farm in Radlett has a range of shops in a traditional farmyard setting, while in complete contrast, Brent Cross shopping centre is indispensable for fashion boutiques and department stores, including John Lewis and Fenwick.

Families living at Stanmore Place have excellent options for education, with some of the most illustrious schools in the country within a few miles. These include Harrow School, Haberdashers' Aske's, North London Collegiate, Merchant Taylors', Queen Elizabeth School, as well as The Hendon campus of Middlesex University.

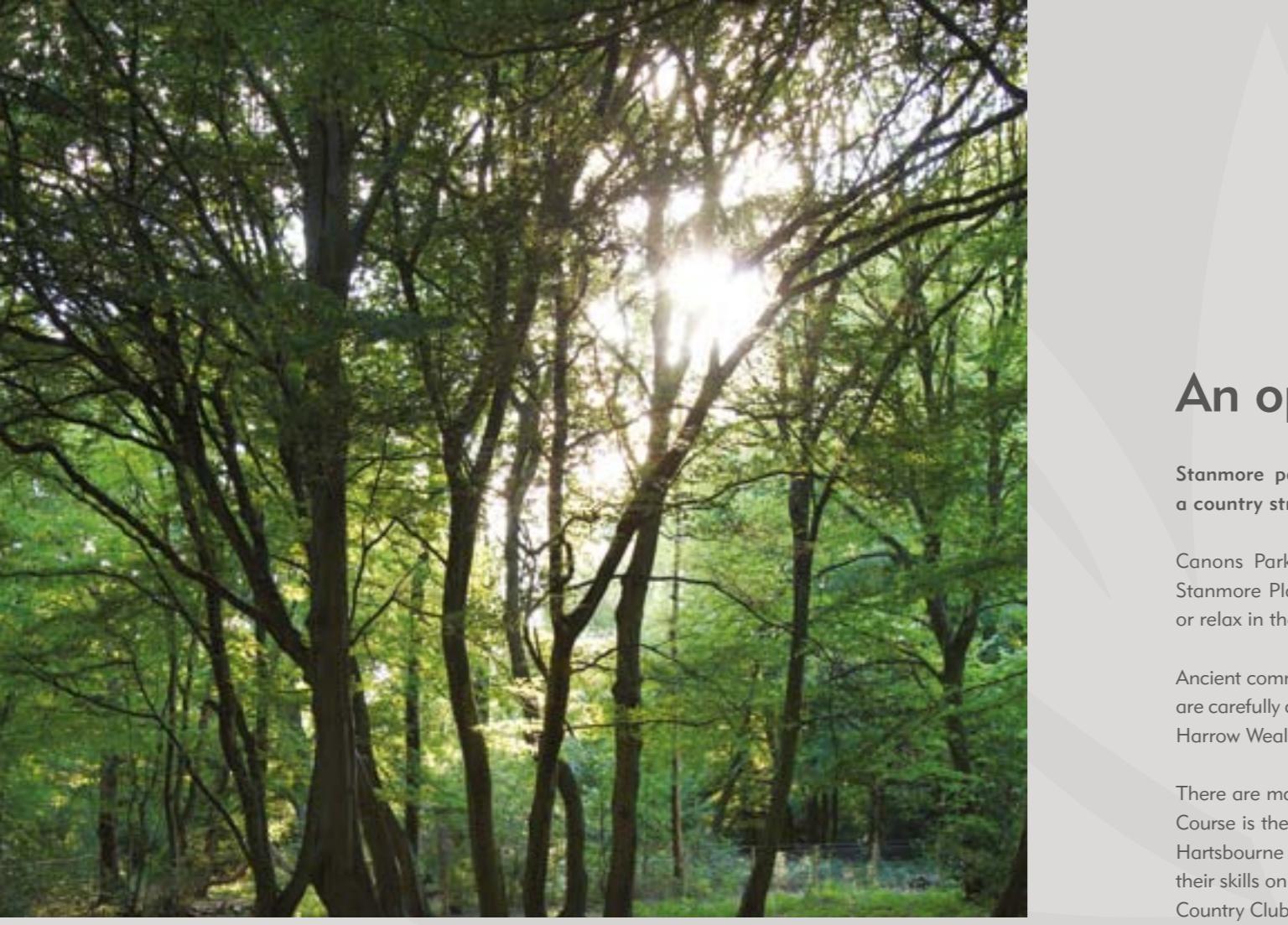


Local area images are indicative only.



Stanmore is a London village with an excellent range of shops and is just 25 minutes\* from the heart of London.





From golf courses to wild woodlands,  
there is plenty of open space to enjoy nearby.



## An open invitation

Stanmore perches on the edge of the Hertfordshire countryside, perfect for a country stroll or a breath of fresh air, it is all within an easy reach.

Canons Park, which has prestigious Green Flag status, is only moments from Stanmore Place. This is a lovely place to take a walk in the historic walled garden or relax in the café.

Ancient commons and woodland can also be found not far from Stanmore Place, and are carefully conserved for the enjoyment of all. Stanmore Common, Bentley Priory and Harrow Weald Common are all beautiful places to relax and enjoy unspoiled nature.

There are many opportunities for sport and fitness nearby. For golfers, Stanmore Golf Course is the nearest course to play, or, just a little further away, there are courses at Hartsbourne Country Club and Bushey Country Club. Keen tennis players can hone their skills on the courts in Canons Park, as well as at the Middlesex and Hertfordshire Country Club in Harrow Weald.



Canons Park.

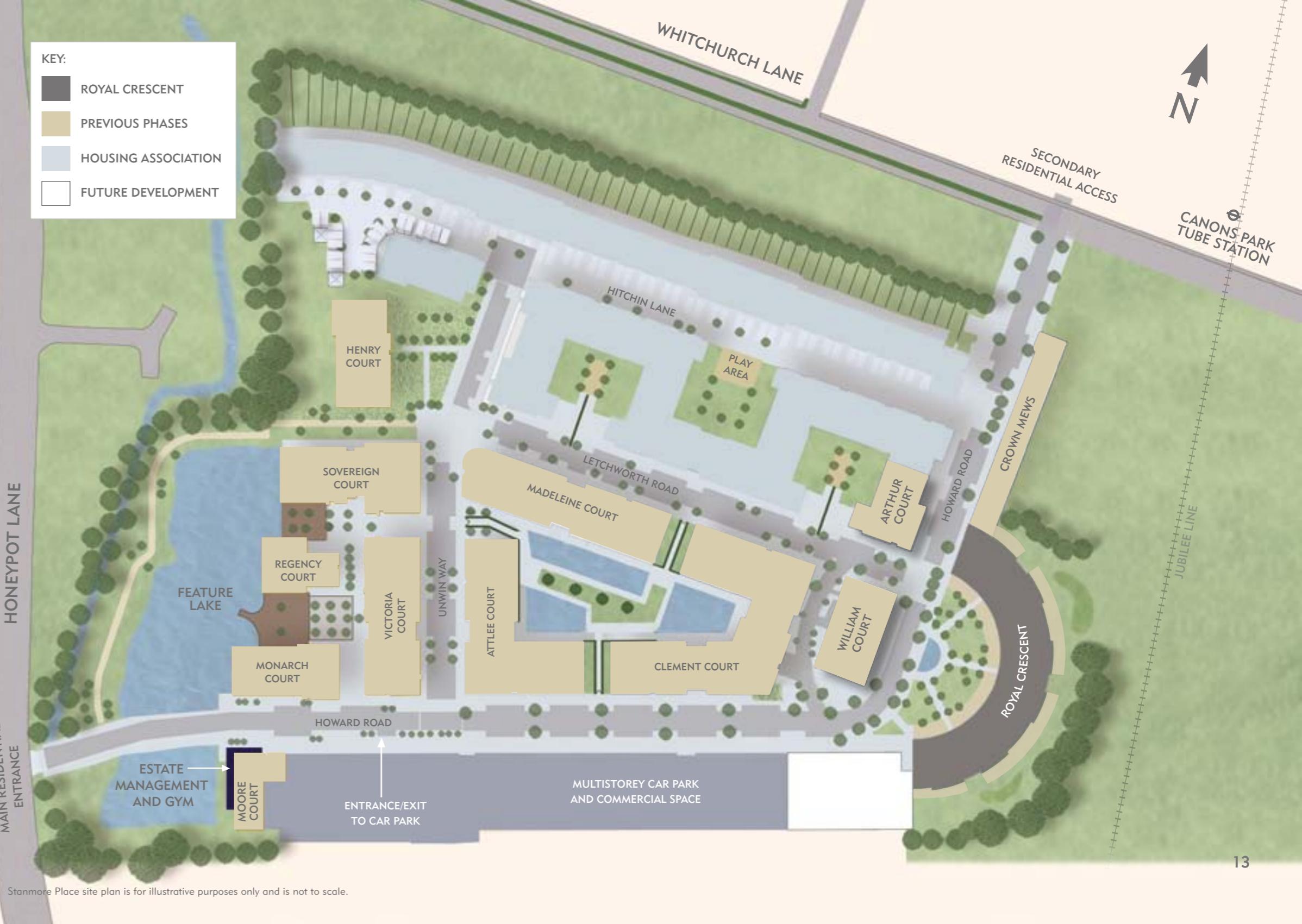




## Join the community

Stanmore Place is a contemporary, well established community that combines outstanding architecture with the opportunity to enjoy a relaxing way of life in natural surroundings.

Green open spaces, a feature lake, water features, tree-lined avenues and impressive landscaping all contribute to the highly distinctive setting that distinguishes Stanmore Place.





## Exclusively for residents

The quality of Stanmore Place is obvious from the moment you cross the bridge over the feature lake and enter the award-winning development. Many features have been included to enhance residents' lifestyles, such as the 24 hour concierge service, car share club and residents' gym, which is open night and day and offers the services of a personal trainer and therapist.<sup>†</sup>

The lush, award-winning landscaped gardens and internal communal areas are kept looking their best by the maintenance team. As Stanmore Place develops, new commercial facilities will open, creating a truly unique lifestyle.

The purpose built on site Business and Innovation Centre\* offers conference facilities, office space and onsite business support allowing for the perfect work-life balance.

As well as the touches of luxury which abound throughout the development, great thought has been given to the safety and security of the community at Stanmore Place. All apartments benefit from an audio entry system within the hallway and all feature lockable windows and Metropolitan Police-approved Secure By Design front door locks. Power and dual telephone points are also provided for wireless intruder alarms, should residents wish to install them at a later date.

<sup>†</sup> By appointment, fees apply.

\* Contact the Stanmore Business & Innovation Centre for more information. Fees apply.

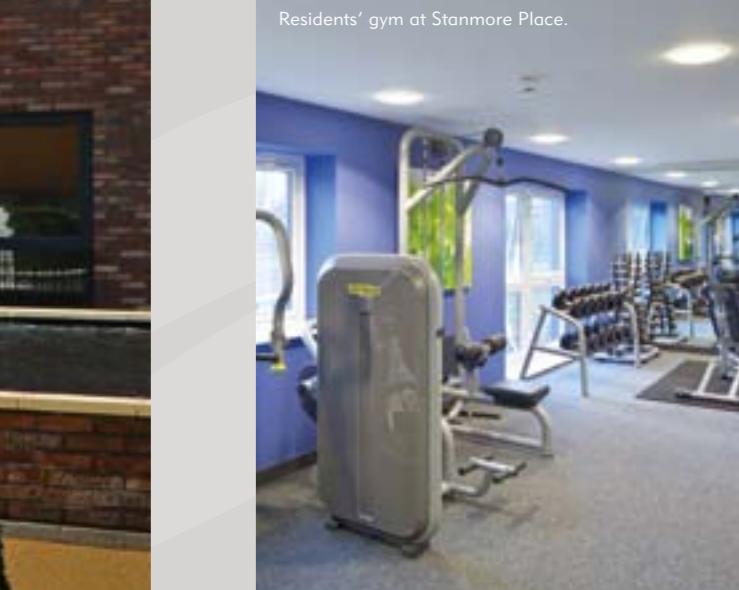


Photography of Stanmore Place.

Concierge at Stanmore Place.



Residents' gym at Stanmore Place.





## Royal Crescent

Royal Crescent is a striking, graceful building, containing 1, 2 and 3 bedroom apartments and penthouses overlooking manicured gardens and a peaceful fountain water feature. Many apartments boast balconies or terraces with breathtaking vistas over Stanmore Place.



## Desirable details

In the apartments and penthouses at Royal Crescent every desirable detail is included to create elegant, light-filled interiors where form and function blend perfectly. The scene is set by engineered veneer entrance doors, polished chrome door handles and a choice of timber effect flooring in the hallway, kitchen and living room.

Generously sized living rooms, and penthouses with unique vaulted ceilings, make the most of the views with large windows overlooking the landscaped gardens of Stanmore Place.

Selected apartments also have well-proportioned decked balconies or paved terraces allowing for flexible outdoor living and alfresco dining.



Many of these light filled apartments also have a private balcony or terrace.



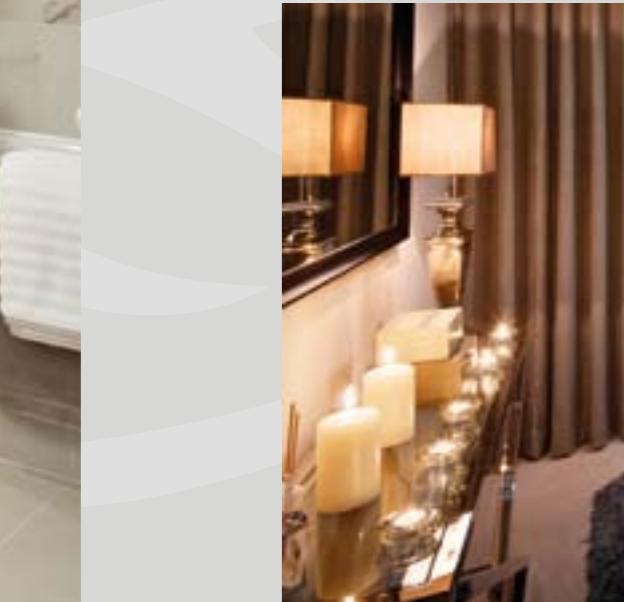


Individually planned kitchens offer high quality units and appliances.



## The luxury of sleep

Enjoy the perfect night's sleep in luxurious surroundings with a fully carpeted principal bedroom featuring a luxurious en suite and fitted or walk-in wardrobes.





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Photography of Stanmore Place show apartment interiors is indicative only.



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Stanmore Place has already won several prestigious awards.



## Stanmore Place Awards

Stanmore Place has won a host of awards, making it one of North West London's most desirable places to live.

### What House? Awards – 2014

#### Gold – Best Landscape Design

Having previously taken a Bronze in the category, this time Stanmore Place impressed the judges with the quality of both design and materials. The now mature landscape, with its trees and climbers softening the overall scheme, was described as "very attractive, well designed and competent".

### What House? Awards – 2014

#### Silver – Best Development

The judges praised the bold scheme as "cleverly designed... and landscaped to give a commercially successful and aesthetically pleasing project". They added that Stanmore Place has "great kerbside appeal, particularly with the beautiful feature lakes and well-designed apartment blocks"; design excellence which continues throughout the scheme in both the individually-designed buildings and the unifying quality of the landscaping. Importantly, the judges regarded the development as having both an identity and a sense of place.

### Sunday Times British Home Awards – 2014

#### Commended – Best Development

Stanmore Place was commended by The Sunday Times British Home Awards as one of the country's best developments. Judged on a mix of internal, external and landscaping categories, Stanmore Place shone out as one of the best examples in the UK.

### International Property Awards – 2012

#### Highly Commended – Landscape Architecture for London

This award acknowledges that Stanmore Place is "an outstanding example of innovative design, with thoughtfully designed landscape, offering stunning lakes views, gardens and elegant water features".

### Homes and Garden Awards – 2011

#### Gold – Best Landscaped Urban Development

Stanmore Place was recognised as an outstanding example of innovative quality design, demonstrating creative and original use of outdoor space in a contemporary urban setting.





## A Commitment to the future

Over the years, The Berkeley Group has won many prestigious awards for the quality, design and sustainability of its developments.

Our Vision is Berkeley's plan for the business, designed to raise standards higher still. Our goal is to be a world-class company creating successful, sustainable places where people aspire to live.

We take our responsibilities towards our customers, the environment, the workforce and the communities in which we work very seriously.

Our plan for the business has five areas of focus:

Customers, Homes, Places, Operations and Our People.

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

**FIVE FOCUS AREAS**

AN EXCEPTIONAL CUSTOMER EXPERIENCE	HIGH QUALITY HOMES	GREAT PLACES	EFFICIENT AND CONSIDERATE OPERATIONS
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.	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.	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.	We reduce the impact of the construction process on the local community by registering all of our sites with the Considerate Constructors Scheme. We set targets to reduce water, energy and waste. We work with our supply chain to ensure high quality services and materials are consistently provided.

**A COMMITMENT TO PEOPLE AND SAFETY**

Safety is a high priority on all of our construction sites. We also aim to have a positive impact on society and enable young and unemployed people to get into work through our support of the Berkeley Foundation.

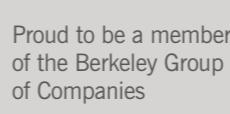


Berkeley takes social responsibility very seriously. In 2011 we set up The Berkeley Foundation, with the aim of supporting Britain's young people and their communities.

We do this through a number of partner charities that tackle some of the most pressing social problems affecting young people today, including homelessness and unemployment. The money raised comes part from the Berkeley Group, and also through the tireless and inventive efforts of our staff.

We have set a goal for The Berkeley Foundation to invest £10 million over the next five years to support young people and their communities. Every penny will be spent on charitable activities and worthy causes to ensure that maximum benefit is achieved.

[www.berkeleygroup.co.uk](http://www.berkeleygroup.co.uk)



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of the Berkeley Group  
of Companies

Berkeley

Designed for life

St Edward

Designed for life

St George

Designed for life

St James

Designed for life

St William

Designed for life

\* 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](mailto:sustainability@berkeleygroup.co.uk)

Some features are only applicable to specific developments. Please ask sales negotiator for further information.



## Sustainability at Stanmore Place

**Designed to high sustainability standards**  
Homes at Stanmore Place will be certified to Level 3 of the Code for Sustainable Homes, the Government's national standard for the sustainable design and construction of new homes. To achieve a Level 3 rating, a home must perform better than a new home built to the minimum legal standards, and much better than an average existing home.

**Energy efficiency**  
The homes at Stanmore Place are designed to be very efficient in their use of energy, with features including:

- High levels of thermal insulation
- Energy efficient lighting (where indicated)
- 'A' rated appliances (where supplied)

**Low carbon and renewable energy**  
Each apartment is connected to a community heating system which uses large, highly efficient central boilers to produce hot water, reducing gas use and carbon dioxide emissions.

**Reducing water use**  
The water consuming fixtures and fittings include water efficient taps and showers, and toilets with dual-flush mechanisms. Additionally, plants on the development have been specifically chosen to require minimal amounts of water.

**Enhancing ecology**  
The landscaping at Stanmore Place has been designed to enhance the local ecology through the creation of attractive new or enhanced wildlife habitats. It includes a feature lake at the front of the development, brown roofs on suitable apartment buildings, and bird boxes.

**Sustainable travel**  
Stanmore Place is located close to a number of tube and bus stops, including Canons Park station, which is within easy walking distance.

Secure cycle storage is provided for residents and the development has new pedestrian and cycle routes linking it to the surrounding area. There is also a car club for anyone looking for a more sustainable alternative to car ownership.

**Reducing waste**  
All homes at Stanmore Place are fitted with space-saving recycling facilities.

**Community facilities**  
Stanmore Place incorporates features to help ensure a thriving community. There is access to green open spaces, a dedicated children's play area, a feature lake, cycle paths, and a residents' gym. As Stanmore Place develops, new commercial community facilities will open.



Stanmore Place incorporates features to help ensure a thriving community.



# Designed for life

Buying a home is one of the most important decisions you will ever make. The qualities that make St Edward different mean that you can choose a new home from us with complete confidence. When you buy a home from St Edward you can be safe in the knowledge that it is built to very high standards of design and quality, has low environmental impact and that you will enjoy an exceptional customer experience

## Customer service is our priority

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

## Green living and sustainable development is top of our agenda

As a company, we are committed to reducing energy, water and waste on our construction sites, in our offices and in the homes that we build. Almost all of our developments are built on brownfield land and we always take care to protect and enhance biodiversity and natural habitats. Our homes include features to encourage sustainable living such as dual-flush WCs, recycling bins and energy efficient white goods.

## Quality is at the heart of everything we do

At St Edward, quality takes precedence, from choosing the right location and style of home, to the construction processes we practice, the materials we use and the specifications we put into our homes. For extra peace of mind, in addition to the 10 year warranty all new homes receive, St Edward operates a 2 year policy with dedicated Customer Service teams on hand 24 hours a day to deal with enquiries quickly and effectively.

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

As one of the UK's leading house builders, we are able to offer our customers an unrivalled choice of property location, size and type. From city penthouses to country retreats, modern studio apartments to traditional family homes, you will find the perfect home to match your requirements. Our homes are also built in some of Britain's most desirable locations from market towns and rural villages to major towns and cities, and countryside to the coast – we build in the locations you want to live.

## A commitment to creating sustainable communities

St Edward's homes and developments are not just built for today. They are designed to enhance the neighbourhoods in which they are located permanently. We achieve this through our commitment to excellence in design, sensitive landscaping, sympathetic restoration, and impeccable standards of sustainability. We aim to address the needs not only of our customers but their neighbours and the broader community of which they are a part. It is a long-term view: we want to create exceptional places for people to live, work and relax in, and build communities that will thrive today and for years to come.



Proud to be members of the Berkeley Group of companies

Berkeley  
Designed for life

St Edward  
Designed for life

St George  
Designed for life

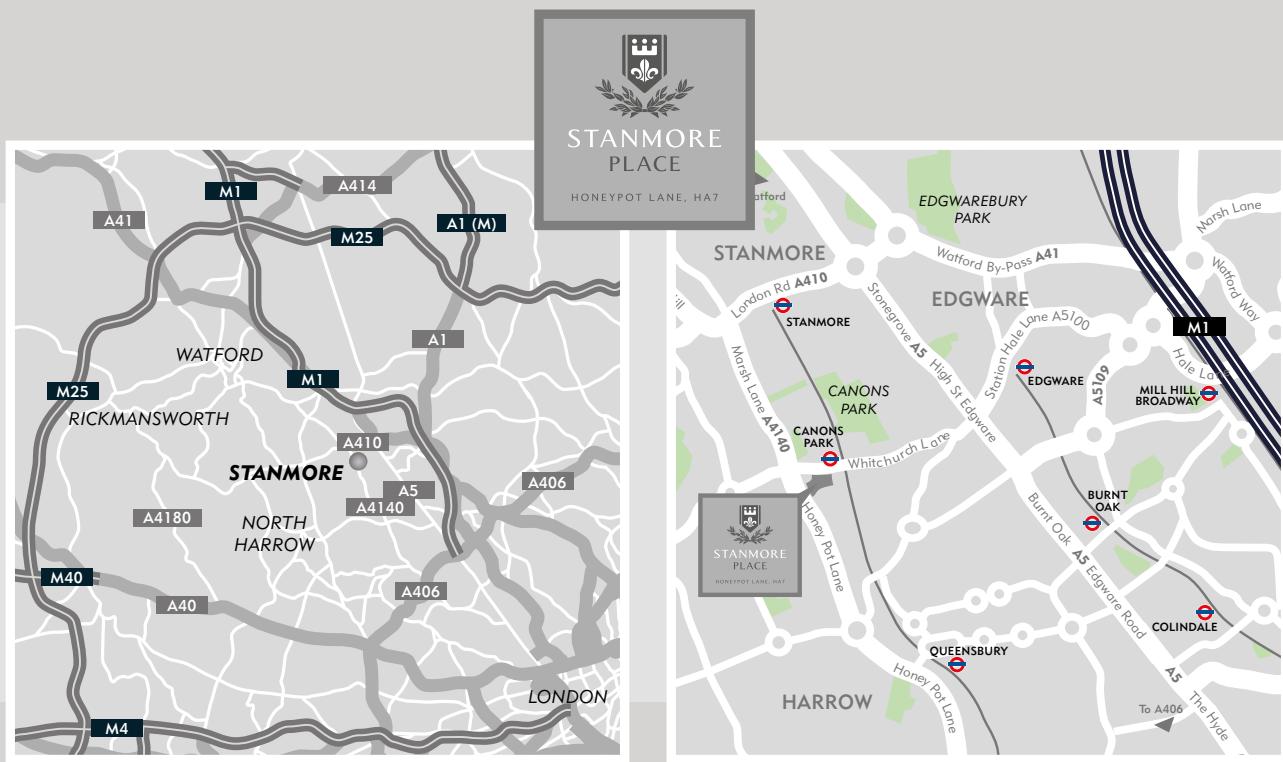
St James  
Designed for life

St William  
Designed for life



Photograph depicts 375 Kensington High Street.





#### Directions to Stanmore Place

##### From central London / North Circular

At the junction of the A406 North Circular and A5 Edgware Road (Staples Corner), take the A5 towards Colindale and Edgware. At Edgware turn left into Whitchurch Lane, passing Canons Park tube station on your right. At the crossroads turn left into Honeypot Lane. The main entrance to Stanmore Place is approximately 300 metres along.

##### From M1

Leave at junction 4. Take the A41 Watford By-Pass/Edgware Way. At the roundabout take the 2nd exit into Spur Road. At the next roundabout (Canons Corner) take the 2nd exit (A410 London Road), going through Stanmore. Turn left into A4140 Marsh Lane. Continue for approximately one mile, passing the junction with Whitchurch Lane on your left. The main entrance to Stanmore Place is approximately 300 metres after this junction.

##### London Underground

Stanmore Place is opposite Canons Park tube station which is on the Jubilee Line.

Maps are not to scale and show approximate locations only.

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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 Edward's 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. Royal Crescent is a marketing name and will not necessarily form part of the approved postal address. Applicants are advised to contact St Edward to ascertain the availability of any particular property. 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. Area measurements in this document are given as Gross Internal Area (GIA). Measurements include areas occupied by up-stands, plinths, protrusions, ceiling bulkheads, glazing mullions for full height glazing; (measured to the internal face of the glazing, not mullion), skirtings, plaster and other insitu wall finishes, cornices and the like. Where a wall is made up of both full height glazing and other external walling structure, dimensions are taken to the surface of both structures. M113/02CA/0415.



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