

# THE GREEN QUARTER

WEST LONDON



Berkeley  
Designed for life





# REMARKABLE BY NATURE





## THE GREEN QUARTER

WEST LONDON

# WELCOME TO A PLACE WITH NATURE AT ITS HEART



In any city, it's rare to find yourself completely surrounded by nature. Yet London is no ordinary city. And The Green Quarter is no ordinary place to live.

Here, you'll find yourself enjoying modern city life as well as the simple pleasure of being outdoors and beside the water.

The Green Quarter is one of the most biodiverse and significant regeneration projects in the UK - a transformed landscape with wetlands, parks, community areas and acres of green open spaces.

Situated conveniently in zone 4 West London, adjacent to the forthcoming Crossrail station and with great transport links means you can be at Heathrow in 8 minutes\* and central London in just 17 minutes\*. Easy access to the motorway network means travelling further afield is made simple.

Each suite, one, two and three bedroom apartment reflects the surrounding nature and offers easy access to cafés, bars and restaurants as well as everything else you need to live a comfortable, convenient lifestyle.

This is a place to find a little tranquillity. A place that's always evolving. A place you'll be proud to call home.



# Parkland

Over 13 acres across two parks means plenty of peaceful green space for all and access to 90 acres of adjacent parkland.



Computer Generated Image of The Green Quarter, indicative only and subject to change



## Waterside living

Over 1km of frontage along the Grand Union Canal and waterways which will flow through the length of Central Gardens.

# Beautiful homes

Expansive, light-filled suites, one, two and three bedroom apartments surrounded by nature.



Computer Generated Image of The Green Quarter, indicative only and subject to change



## Connected

The Green Quarter will be well connected to Heathrow, Central London and beyond.

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Why Berkeley





CHAPTER 1

# NO ORDINARY PLACE TO LIVE

The Green Quarter is a significant new green neighbourhood in one of west London's emerging areas.





Ealing

Central London

Hyde Park

Kensington Gardens

Osterley Park

Kew Gardens

Syon Park



QUARTER YARD

PARKSIDE

GREENLANDS

CENTRAL GARDENS

4.3 ACRES

WETLANDS

8 ACRES

WATERSIDE

MINET COUNTRY PARK

90 ACRES

GRAND UNION CANAL

1km FRONTAGE

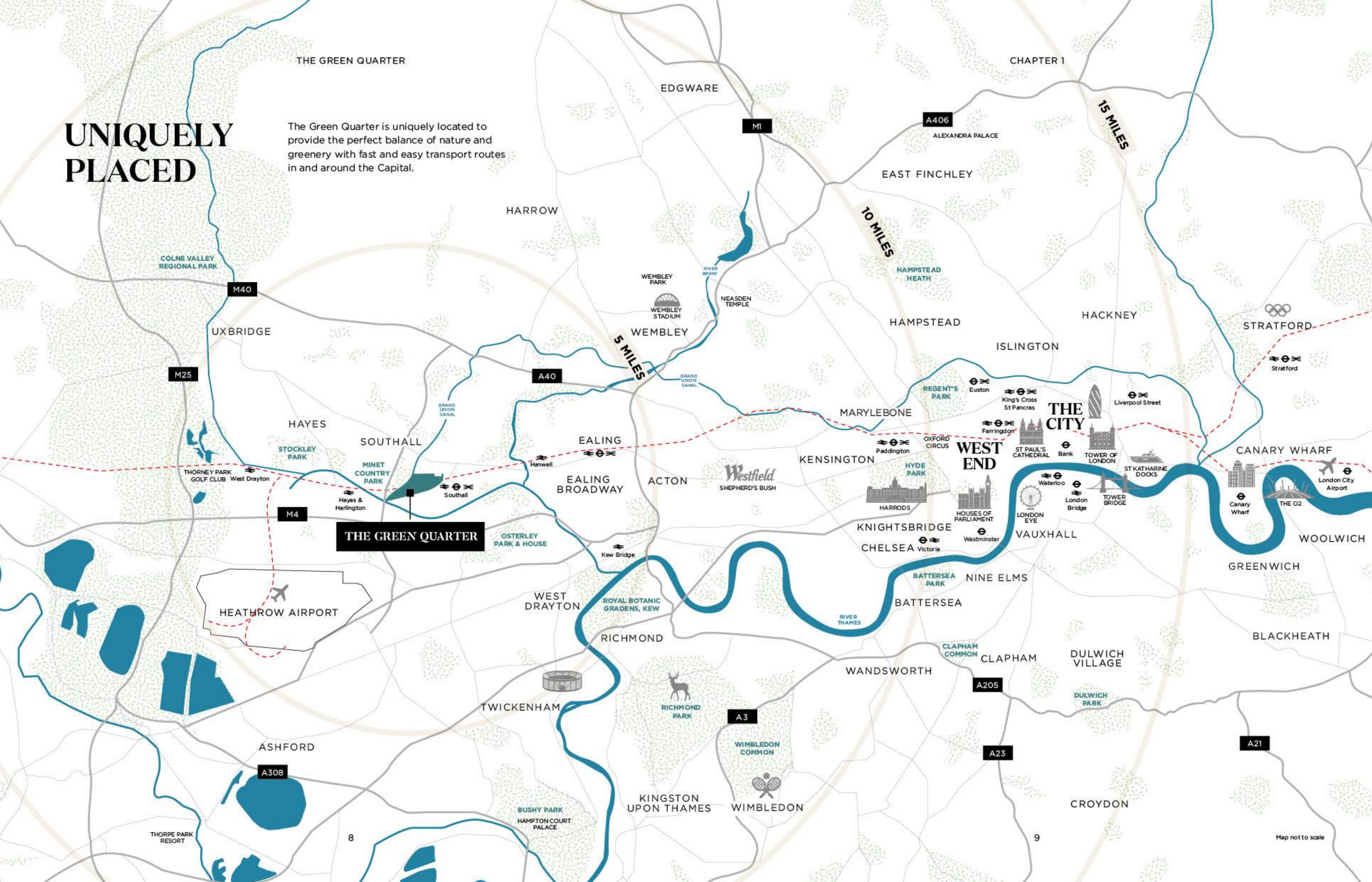
M4, M25 and Heathrow

ONE OF THE MOST BIODIVERSE NEIGHBOURHOODS IN LONDON



# UNIQUELY PLACED

The Green Quarter is uniquely located to provide the perfect balance of nature and greenery with fast and easy transport routes in and around the Capital.



**THE GREEN QUARTER**

Map not to scale



# FIRST-CLASS CONNECTIONS

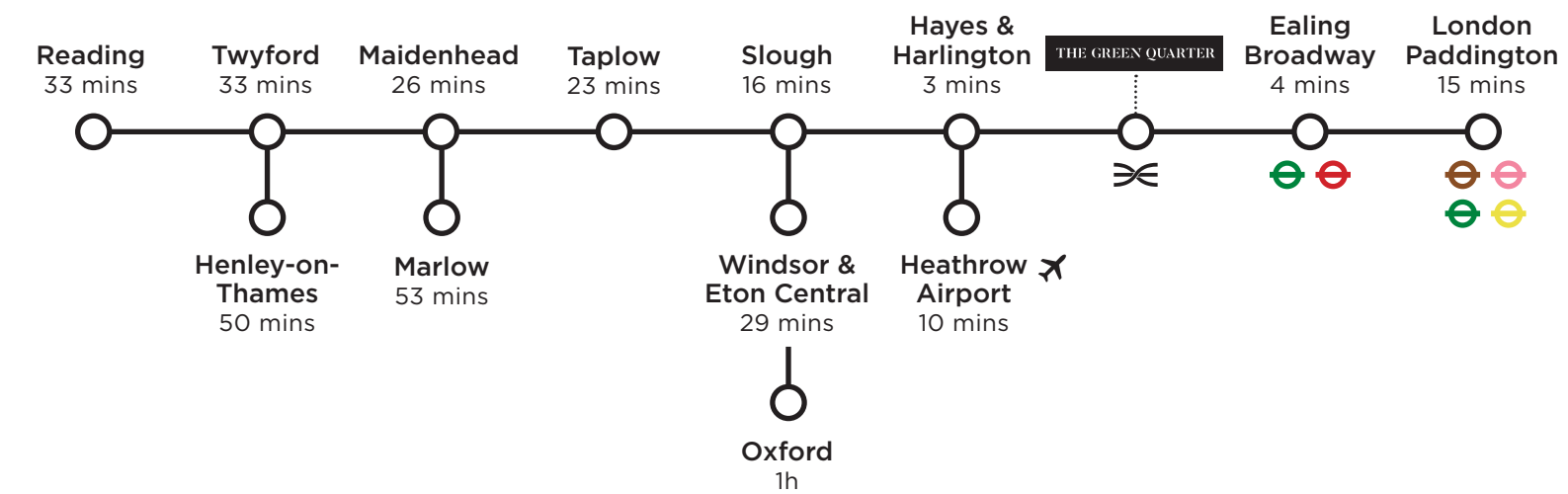
Excellent transport connections mean everything's just a short ride away.



## BY CAR (From The Green Quarter)

- |   |  |  |
|---|--|--|
| <p><b>M4*</b><br/>Distance: 1.3 miles<br/>Time: 4 mins</p> <p><b>Ealing</b><br/>Distance: 3.9 miles<br/>Time: 16 mins</p> <p><b>Heathrow Airport</b><br/>Distance: 5.4 miles<br/>Time: 12 mins</p> <p><b>Uxbridge</b><br/>Distance: 5.4 miles<br/>Time: 16 mins</p> | <p><b>M25*</b><br/>Distance: 5.1 miles<br/>Time: 8 mins</p> <p><b>Wembley Stadium</b><br/>Distance: 10.8 miles<br/>Time: 24 mins</p> <p><b>Westfield White City</b><br/>Distance: 11.1 miles<br/>Time: 24 mins</p> <p><b>Richmond</b><br/>Distance: 11.3 miles<br/>Time: 24 mins</p> | <p><b>Harrods</b><br/>Distance: 14.1 miles<br/>Time: 28 mins</p> <p><b>Windsor</b><br/>Distance: 14.2 miles<br/>Time: 30 mins</p> <p><b>Slough</b><br/>Distance: 14.4 miles<br/>Time: 28 mins</p> <p><b>Oxford</b><br/>Distance: 46.3 miles<br/>Time: 1 hour 10 mins</p> |
|---|--|--|

## BY TRAIN (Current train times from Southall Station)



Car journey times are approximate only from UB1 1FH.  
\*Time via future Western Access entrance Source Google Maps.  
Train journey times are approximate only and taken from Southall train station. Source thetrainline.com.

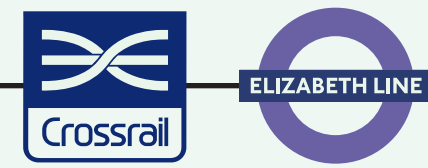
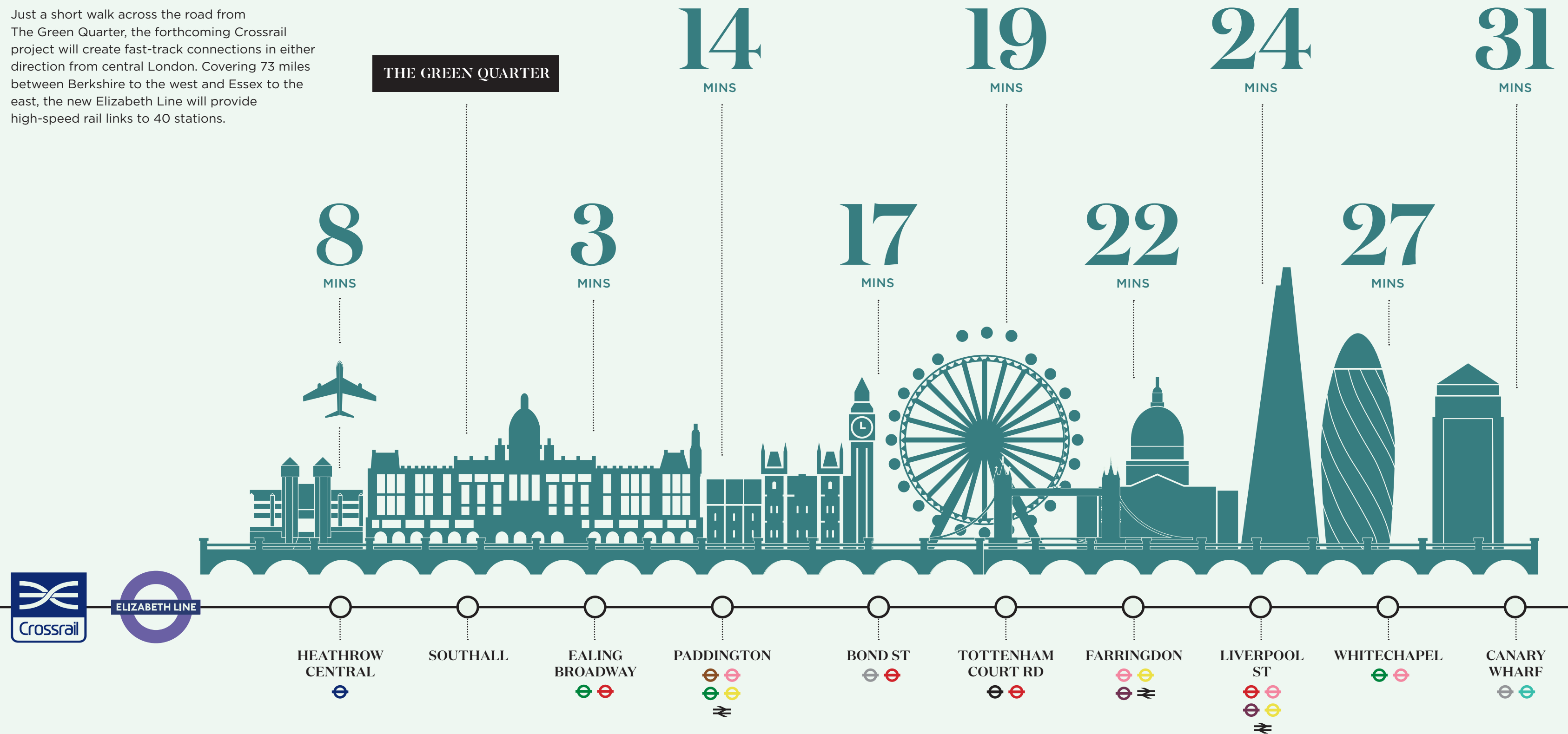


**10**  
MINS BY TRAIN  
TO HEATHROW  
AIRPORT  




# CROSSRAIL'S COMING

Just a short walk across the road from The Green Quarter, the forthcoming Crossrail project will create fast-track connections in either direction from central London. Covering 73 miles between Berkshire to the west and Essex to the east, the new Elizabeth Line will provide high-speed rail links to 40 stations.





# A CYCLING HUB

Whether you're cycling for fun, for fitness or to get where you want to go fast, The Green Quarter is the perfect place to set out from.

# 5km

OF FITNESS TRAILS AROUND THE GREEN QUARTER



FANTASTIC FOR COMMUTING,  
GREAT FOR LEISURE



# 4.5

MILES TO HEATHROW AIRPORT

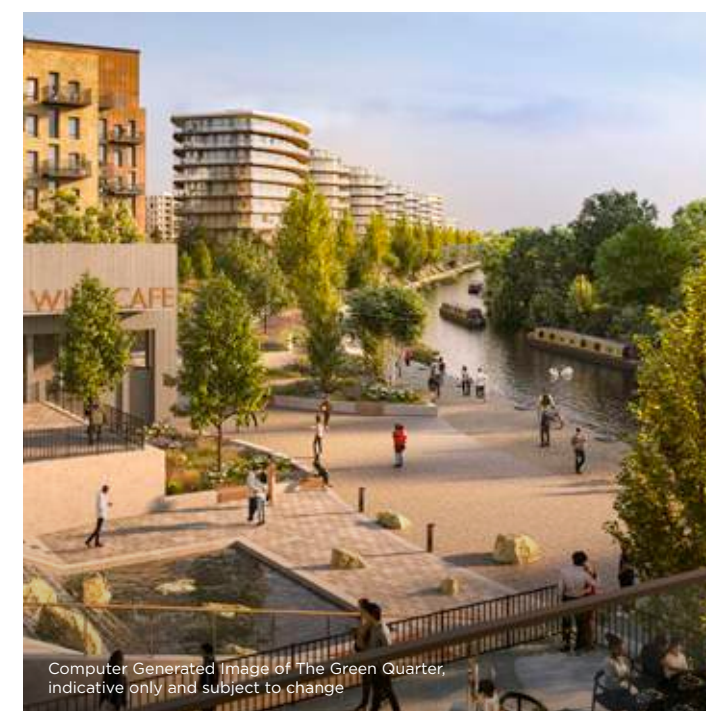
# 13.1

MILES TO PADDINGTON LOCK



**CYCLE ROUTES** (From UB1 1FH)

|                    |                           |
|--------------------|---------------------------|
| Minet Country Park | 1.4 miles / 7 mins        |
| Heathrow Airport   | 4.5 miles / 25 mins       |
| Uxbridge           | 5.2 miles / 27 mins       |
| Horsenden Hill     | 5.3 miles / 29 mins       |
| Denham             | 10.6 miles / 1 hr 16 mins |
| Windsor            | 12.4 miles / 1 hr 8 mins  |
| Little Venice      | 12.4 miles / 1 hr 8 mins  |
| Paddington Lock    | 13.1 miles / 1 hr 11 mins |
| Camden Lock        | 14.9 miles / 1 hr 20 mins |



Computer Generated Image of The Green Quarter, indicative only and subject to change





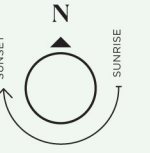
## CHAPTER 2

# FOUR DISTINCT NEW NEIGHBOURHOODS

Each neighbourhood at The Green Quarter will be created by different architects and landscape designers. As the seasons change, walking between the increasing variety of green spaces, outdoor areas and buildings will feel like stepping into somewhere new every time.



# THE BIGGER PICTURE



MINET COUNTRY PARK

90  
ACRES

WATERSIDE

WETLANDS

PARKSIDE

CENTRAL GARDENS

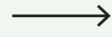
QUARTER YARD

GREENLANDS

The Green Quarter  
Marketing Suite



Southall Crossrail Station  
(Heathrow 8 mins\*)  
(Bond Street 17 mins\*)



A312 - link to M4  
(4 miles to Heathrow)



# 4 NEIGHBOURHOODS

PARKSIDE QUARTER YARD GREENLANDS WATERSIDE

# 3 PARKS

CENTRAL GARDENS WETLANDS MINET COUNTRY PARK

88  
ACRES

13  
ACRES OF PARKLAND

1km  
OF CANAL FRONTAGE

\*All journey times are sourced from crossrail.co.uk.  
Site plan is indicative only and subject to change



“Berkeley is building something special here. The Green Quarter. The sheer amount of outdoor space is absolutely unique for a site this close to the Capital.”

— MARCUS ADAMS JTP

## MEET THE MASTERPLANNERS JTP

The development will offer the perfect combination of 50% open green space and parkland, yet just a mere 17 minutes\* from Bond Street.

We're connecting the site to the 90 acres of Minet Country Park through the construction of a new footbridge ensuring green open space is always on your doorstep.

Each of the four neighbourhoods will have its own identity and character, so that each feels settled and ready to be lived in as part of a community, creating a rich tapestry of life surrounded by the nature that flows through the heart of The Green Quarter.





NEIGHBOURHOOD 1

# PARKSIDE

Computer Generated Image of The Green Quarter, indicative only and subject to change

Looking out over the 4.5-acre Central Gardens, Parkside will house the first homes to be completed at The Green Quarter. Apartments nestle among the trees, offering stunning views across landscaped grounds, trickling waterways and areas for recreation or community activities.

Between the apartments and the tree-lined boulevard below is a series of neighbourhood spaces the community can use.



NEIGHBOURHOOD 2

# QUARTER YARD

Quarter Yard will quickly become the place to meet in the local area. Shops. Bars. Restaurants. There are big plans for this area to become a hub for the whole community and an entranceway for anyone visiting.

**This will become a place for residents and visitors alike – offering activities to suit everyone’s taste.**



Fulfilling the vision of The Green Quarter, apartments in Greenlands will wrap around the carefully reclaimed Wetlands. This feature landscape is being brought to life by the London Wildlife Trust with a series of boardwalks, footpaths and cycle routes bringing you close to nature.



NEIGHBOURHOOD 3

# GREENLANDS



NEIGHBOURHOOD 4

# WATERSIDE

The historic Grand Union Canal frames The Green Quarter to form something of a natural boundary. Marking the end of Waterside homes and the beginning of the 90-acre Minet Country Park, this is where you'll be able to enjoy the calm waters before crossing the new bridge into the parkland beyond.





A stylized, graphic illustration of a park scene. The background is a mix of dark green, light green, and black. A white swan is in the upper left. In the center, a dragonfly is depicted. To the right, a white swan is shown in profile. The foreground features a path with white horizontal lines on a dark background, leading towards the background. There are various abstract shapes, including circles and lines, in shades of green and black. The overall style is modern and minimalist.

CHAPTER 3

## NATURE FIRST AND FOREMOST

Nature is at the very heart of everything about The Green Quarter. The neighbourhoods will be set in and around three character natural spaces. Central Gardens, a landscaped space reminiscent of city living; The Wetlands will be wilder and a haven for wildlife; while the existing Minet Country Park will be opened up to everyone. In addition, the Grand Union Canal sets a natural boundary to The Green Quarter bringing a diverse habitat all of its own.



“At The Green Quarter we believe the benefits of nature and the sense of wellbeing that nature brings should be part of everyday life.”

— KYM JONES Applied Landscape Design

## LANDSCAPING & ECOLOGY

Retaining the industrial waterway heritage was an important aspect in the landscape planning at The Green Quarter, as was including varied and diverse spaces for nature and people to thrive together.

Central Gardens incorporates a purpose-built 600m long stretch of shallow water, inspired by the local canal heritage. The core of the park is about open areas where people will enjoy the rich and diverse green space and can come together, share a picnic or an impromptu kick about. Cycle lanes and fitness trails weave throughout the gardens and subtle landform, raised edges and a slightly tilted central section offer interesting vistas as you make your way down to the canal.

We are creating a place where people will interact with the outdoors on a daily basis. We want the gardens and landscaping to play a central role in people’s lives at The Green Quarter.



*Original landscape architect's sketch of The Green Quarter*



*Original landscape architect's sketch of The Green Quarter*



# BIODIVERSITY AT THE GREEN QUARTER

The Green Quarter will also be home to a wide range of priority species – from butterflies, finches and thrushes to a variety of aquatic, marsh and flower rich grasslands. By recovering the nature that has been lost over time, the aim is to bring this once fertile area back to life for good.

## THE GREEN QUARTER IN NUMBERS

2

NEW PARKS

13

ACRES OF PARKLAND

50%

OF THE SITE IS OPEN GREEN SPACE

2,500

NEW TREES BEING PLANTED

17+

ACRES OF PODIUM GARDENS

65%

OF ALL HOMES WILL OVERLOOK WATER OR OPEN SPACE

70%

OF IRRIGATION WATER WILL BE FROM STORM WATER

1.6km

OF CONTINUOUS WATER FLOWING THROUGH THE GREEN QUARTER



From play spaces to community spaces and just space to relax, these gardens will be a welcoming place for day and night.

The first step in bringing nature back to Southall is this expansive 4.5-acre park. From its hidden spaces to its lawns, waterways, play space, cycle lane and amphitheatre, there's something for everyone.

PARK 1

# CENTRAL GARDENS



# DESIGNED TO BE ENJOYED



Computer Generated Image of The Green Quarter, indicative only and subject to change

Central Gardens isn't just a place to sit and gaze. It is purposefully designed as a place where people can meet and enjoy the outdoors on a daily basis. Whether you choose to stroll or cycle along the tree-lined paths, when completed Central Gardens will stretch from Quarter Yard right across to the Grand Union Canal.



“Central Gardens is a linear park with lots of different spaces that can play an integral role in people’s everyday lives.”

— ERIC HOLDING JTP





# OUTDOOR LIVING

Spread across Central Gardens are plenty of areas to keep fit and stay active. There will be a children's play area inspired by the site's industrial past, outdoor gym equipment and an amphitheatre to host open air events.



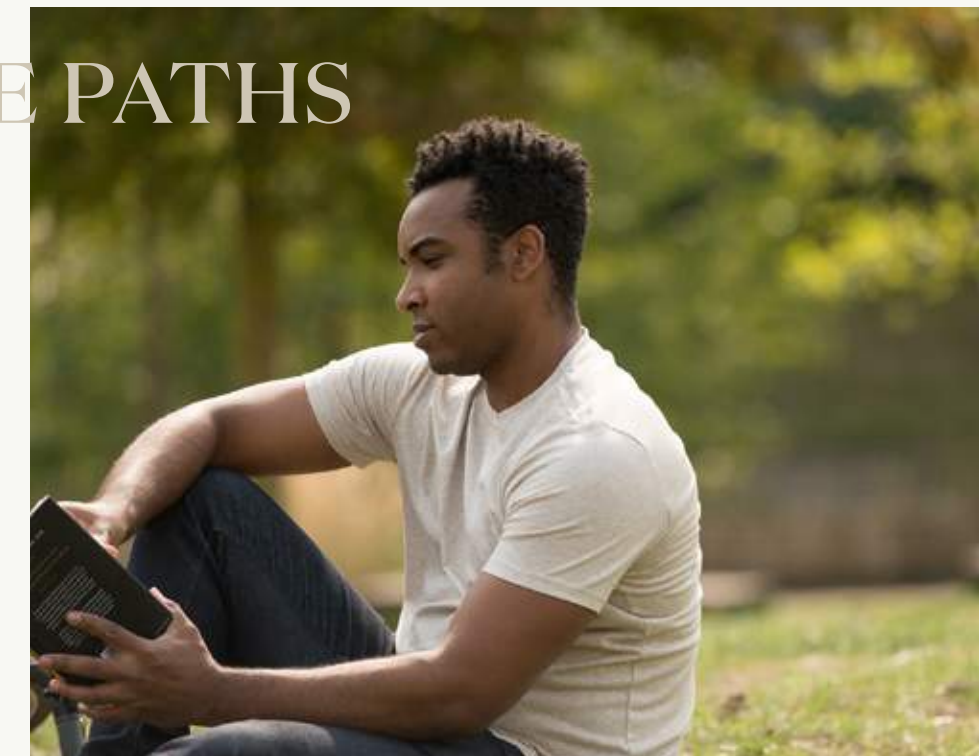
PLAY SPACE  
PICNICS

## YOGA & FITNESS

### CYCLE PATHS

As you explore the pathways through the park, you'll be able to enjoy secluded spaces, admire outdoor art and sculptures or read about the area's natural habitat and wildlife along the way.

For exercise enthusiasts, pathways turn into a 5km fitness route that weaves through the green spaces of The Green Quarter and beyond.



“The Green Quarter is a remarkable development with nature and greenery at its heart.”

— ASHLEY KENSINGTON Berkeley





This area of reclaimed wetlands is something unique to The Green Quarter. With biodiversity at the very heart of The Green Quarter and access out to the 90-acre parkland beyond, the Greenlands neighbourhood will be a place where you can lose yourself in nature.

PARK 2

# THE WETLANDS





“The Green Quarter is about to reawaken a lost landscape. We are going to create one of the UK’s finest examples of urban regeneration that puts biodiversity and nature at its heart.”

— DAVID MOONEY London Wildlife Trust



The Wetlands will provide a feature landscape designed to improve water quality as well as extra space for leisure activities and a chance to reconnect with nature.

An eclectic mix of habitats will bring greater biodiversity and a permanent body of water that plants and animals can depend on. With reed beds, marshland and wet woodland, the subtle design of planting, pathways and levels will create more places to enjoy wildlife up close.

Over time, a network of footpaths, cycle routes and boardwalks will offer new ways to roam through the Wetlands, with areas for play and a feature causeway that becomes part of the cycle route across the whole space.



A new footbridge will connect The Green Quarter to the 90-acre Minet Country Park.



“We’re excited to bring new people to Minet Country Park. With access through The Green Quarter and over the canal, the whole community can now explore this incredible natural landscape.”



— DAVID MOONEY  
London  
Wildlife Trust

PARK 3

## MINET COUNTRY PARK

Nature lovers will be welcomed back to this delightful 90-acre haven for wildlife thanks to a new footbridge from The Green Quarter reconnecting the existing parkland with a much wider community. And for the keen cyclists, the park is home to the Hillingdon Cycle Circuit, once used to train Team GB, as well as miles of pathways weaving through the park.





CHAPTER 4

## EVERYDAY LIFE AT THE GREEN QUARTER

As a new resident you can expect to find a whole host of services. As people's lives change, the site will evolve to meet new needs - with the potential for smart living at home and around key areas within The Green Quarter.



## RESIDENTS' FACILITIES

# CONCIERGE

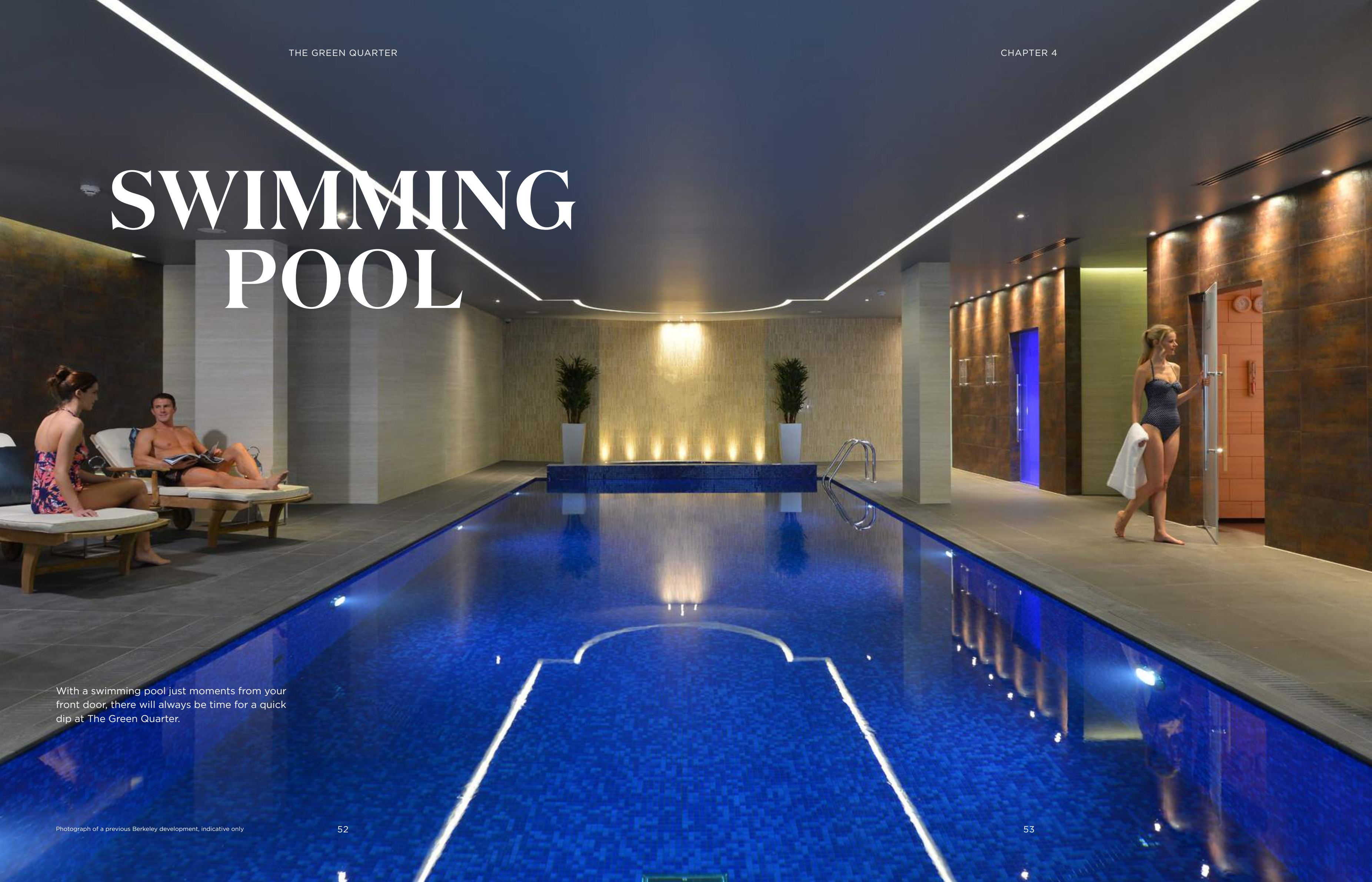
Your concierge will be on hand to make your life more convenient.

Here you'll have access to a fully-equipped gym and fitness suite right on your doorstep - so you can work out whenever is best for you.

# GYM



# SWIMMING POOL



With a swimming pool just moments from your front door, there will always be time for a quick dip at The Green Quarter.



With more and more employers embracing the need to work from home, you can reserve your own workspace just a few minutes from your front door. We've created places that allow people to work flexibly without having to stay in their apartments - all kitted out with super-fast broadband.

# LOUNGE & CO-WORKING SPACES



PLUS...

SCREENING ROOM

CAR CLUB

CYCLE STORAGE  
& HIRE

PARKING\*







CHAPTER 5

## THE REAL HEART AND SOUL OF THE COMMUNITY

The Green Quarter is so much more than a place to live. It's a destination for inviting your family over. It's also great for sitting back and unwinding with friends. From outdoor film screenings to sports tournaments and cultural celebrations, these spectacles will be easily accessible to all. So whether you're enjoying time with others or a little time to yourself, you'll find everything you need to nurture the soul.



The Green Quarter will be home to a community alive with energy throughout the day and into the evening, across weekdays and weekends alike.



Computer Generated Image of The Green Quarter, indicative only and subject to change



One of the first features to be added to The Green Quarter, this will be a dedicated space within Central Gardens that will host new experiences for the community to enjoy together.

# AMPHITHEATRE





## ACTIVITIES ON THE GRAND UNION CANAL



Creating new memories is part of everyday life at The Green Quarter. From taking a day out along the canal to enjoying freshly made food from local producers, there is always something to do.



“The Green Quarter is a place of endless possibilities. Not just for the people who will live and work here. Not just for the local community. But for all.”

— PIERS CLANFORD Berkeley



## SUMMER FAIRS & FARMERS' MARKETS





## CHAPTER 6

# ALL WITHIN EASY REACH

The Green Quarter is the perfect starting point for exploring. Whether that's places that are famous the world over or those hidden gems that only the locals know about. And since The Green Quarter is so well connected, you're also perfectly placed to travel right across the Capital with ease.



# EALING BROADWAY

The Green Quarter is located in London's most eco-friendly borough - Ealing - and close to Ealing Broadway - one of the most vibrant, buzzing shopping destinations in this part of town.

Ealing Broadway is your one-stop-shop for High Street retailers, with bookstores, beauticians and top-name brands galore.



**4**  
MINS  
EALING  
BROADWAY



This is a part of London that draws in people from all over west London with lots of shops to suit everyone's taste.





# 286

SHOPS INCLUDING  
'THE VILLAGE' FOR  
LUXURY BRANDS



## WESTFIELD

Close to The Green Quarter, Westfield London is one of the largest retail destinations in the UK. Major department stores John Lewis & Partners, House of Fraser, Debenhams and M&S sit alongside 40 luxury brands and hundreds of others in this huge space.

It isn't just shopping that attracts visitors. Entertainment and leisure areas draw in the crowds, including the near two-acre outdoor events space. There are bowling alleys, cinema screens and over 80 places to eat and drink.



## VUE CINEMA

## PUTTSHACK GOLF



## ALL-STAR LANES



# 99

RESTAURANTS,  
BARS AND CAFÉS

# 24

MINS  
WESTFIELD





# FURTHER AFIELD

With excellent transport links, nothing is too far from The Green Quarter. From the heritage sites of Royal Windsor and the world-renowned Kew Gardens to some of the biggest sporting and event venues in the UK.



29  
MINS  
WINDSOR  
🚗

## CULTURE

25

MINS  
KEW  
for Kew Gardens



## PARKS

## ENTERTAINMENT

## SHOPPING



27

MINS  
TWICKENHAM  
for Twickenham Stadium

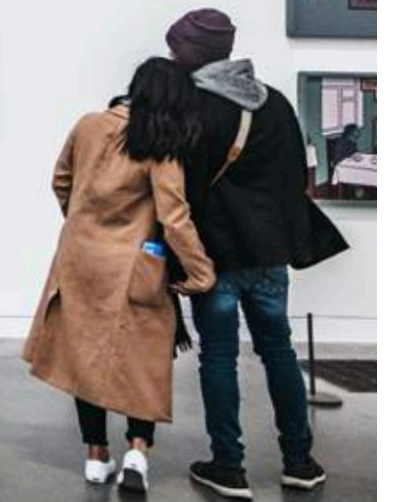


Car journey times are approximate only from UB1 1FH. Source Google Maps.  
Train journey times are approximate only and taken from Southall train station.  
Sources thetrainline.com



49

MINS  
BANKSIDE  
via Southwark for  
Tate Modern



The arrival of Crossrail will make trips to Oxford Street and the West End super fast. Already, there are easy connections right across town towards some of the hottest arts, culture and entertainment spots in the Capital.



43

MINS  
KNIGHTSBRIDGE  
for Harrods



31

MINS  
WEST END





# EASY ACCESS TO EDUCATION



## UNIVERSITIES



**West London College**  
 5 mins



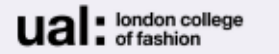
**University of West London**  
 21 mins



**University of London**  
 Paddington Campus  
 14 mins to Paddington  
 via Crossrail



**Brunel University**  
 23 mins



**London College of Fashion**  
 17 mins to Bond Street  
 via Crossrail then a  
 5 min walk



**Royal Holloway,  
 University of London**  
 22 mins

## SECONDARY SCHOOLS



**Featherstone High School**  
 OFSTED: OUTSTANDING  
 9 mins  
 23 mins



**Dormer Wells High School**  
 OFSTED: OUTSTANDING  
 9 mins  
 31 mins



**Eton College**  
 26 mins

## PRIMARY SCHOOLS



**Forthcoming on-site  
 Primary School**



**Blair Peach Primary School**  
 OFSTED: GOOD  
 10 mins



**Hambrough Primary School**  
 OFSTED: GOOD  
 10 mins



**Beaconsfield Primary School**  
 OFSTED: OUTSTANDING  
 3 mins

The Green Quarter offers excellent access to leading educational institutes such as the world-renowned Brunel University, Royal Holloway University and the University of West London – as well as a new primary school right on your doorstep.





CHAPTER 7

## APARTMENTS WITH FINE ATTENTION TO DETAIL

Apartments at The Green Quarter are filled with natural light from huge windows overlooking the grounds below. The mark of quality is there for all to see with fine attention to detail in every room. With your own balcony or terrace to enjoy views out over the emerging green spaces, you'll also enjoy generous living spaces so you can just relax and let the world go by.



# CONTEMPORARY INTERIORS

The open and spacious living areas are flooded with natural light. These generous spaces offer expansive French windows that open out onto your own private balcony - perfect for entertaining or relaxing at home in ultimate comfort.





# THE SPACE TO ENTERTAIN

Unique interior styles take inspiration from the area's industrial heritage to create a timeless appeal.

Kitchen areas are designed to resemble a seamless piece of joinery. And this harmony continues through the open living areas and into the bedrooms of each apartment.



# YOUR RELAXING SANCTUARY



The soft tones and textures in the bedrooms offer warmth and an added touch of sophistication. With a focus on personal comfort, these are elegant and intimate spaces to retreat into after a busy day.





## SOOTHING SPACES





## BRINGING THE OUTSIDE IN

As The Green Quarter continues to grow, new parks and pathways will emerge that traverse the whole area. Apartments nestled among the trees feature balconies that give you stunning views across the landscaped gardens and trickling waterways. Each building also has its own residents-only podium garden, shaded at street level with an assortment of deciduous and evergreen trees.

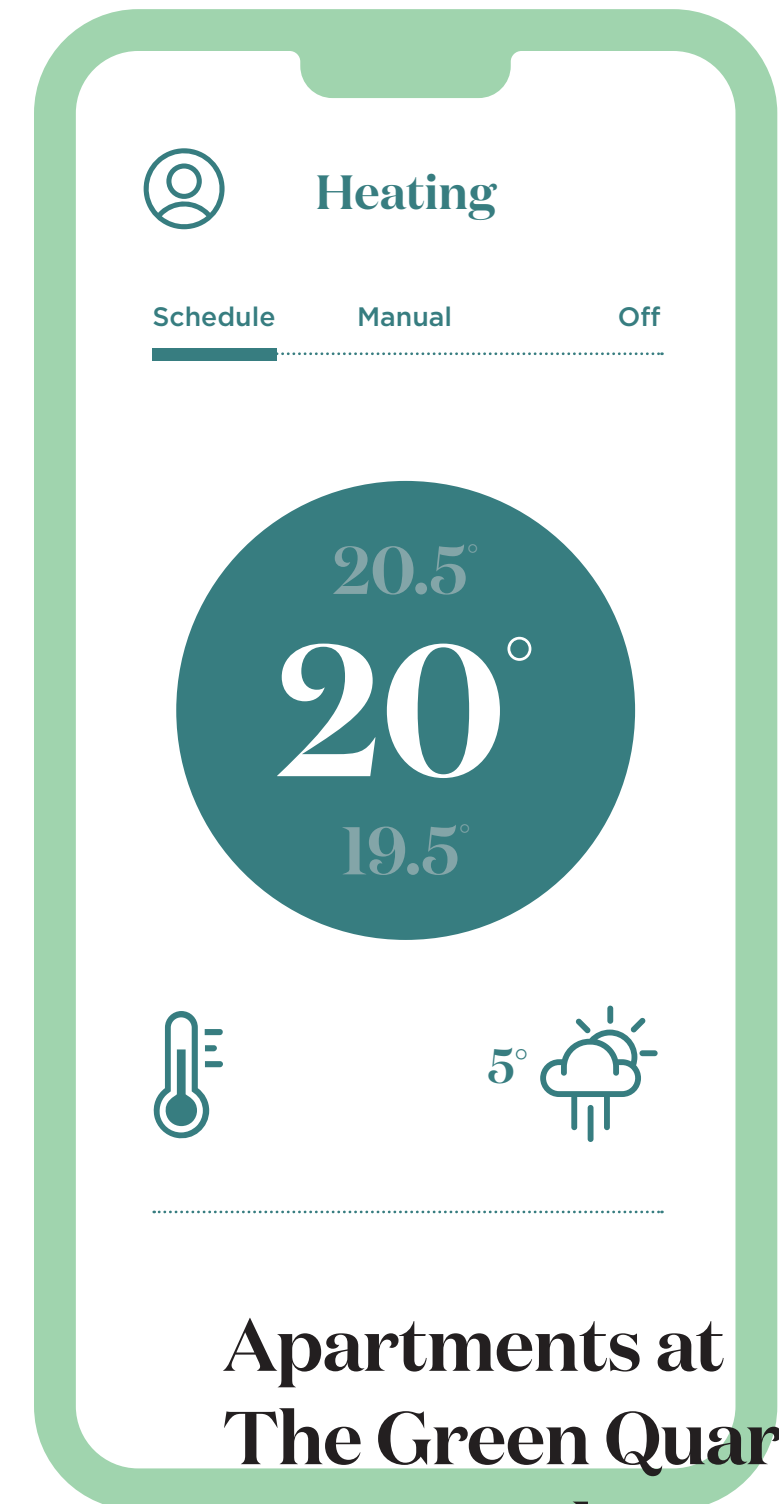




The Green Quarter is designed with the future in mind: car charging points, cycle lanes and pedestrian walkways. Built for an ‘on demand’ lifestyle at every level.

## SMART LIVING

The whole idea of a balanced lifestyle is right at the top of the agenda for busy professionals and active people looking to move here. Smart living at The Green Quarter is about making it easy to meet friends for a drink, treat the family to a film, pick up some shopping or grab a quick bite to eat after work.



**Apartments at The Green Quarter are smart home enabled for a more convenient lifestyle\***

\*App-controlled apartments will be offered as an option and does not come as the standard specification. Subject to change. App interface for illustrative purposes only.



# SHAPING SPACES FOR THE FUTURE



## ENERGY EFFICIENCY

- 100% low energy lighting
- White goods where supplied, rated B or above
- Communal heating and hot water via an energy centre



## ENHANCING ECOLOGY

- Green roofs
- Private gardens, play space and parks
- Berkeley is partnering with London Wildlife Trust
- Up to 2,500 new trees to be planted
- Over 13 acres of parkland across 2 new parks
- This will become one of the most biodiverse developments in the UK



## REDUCING WASTE

- Recycling bins provided



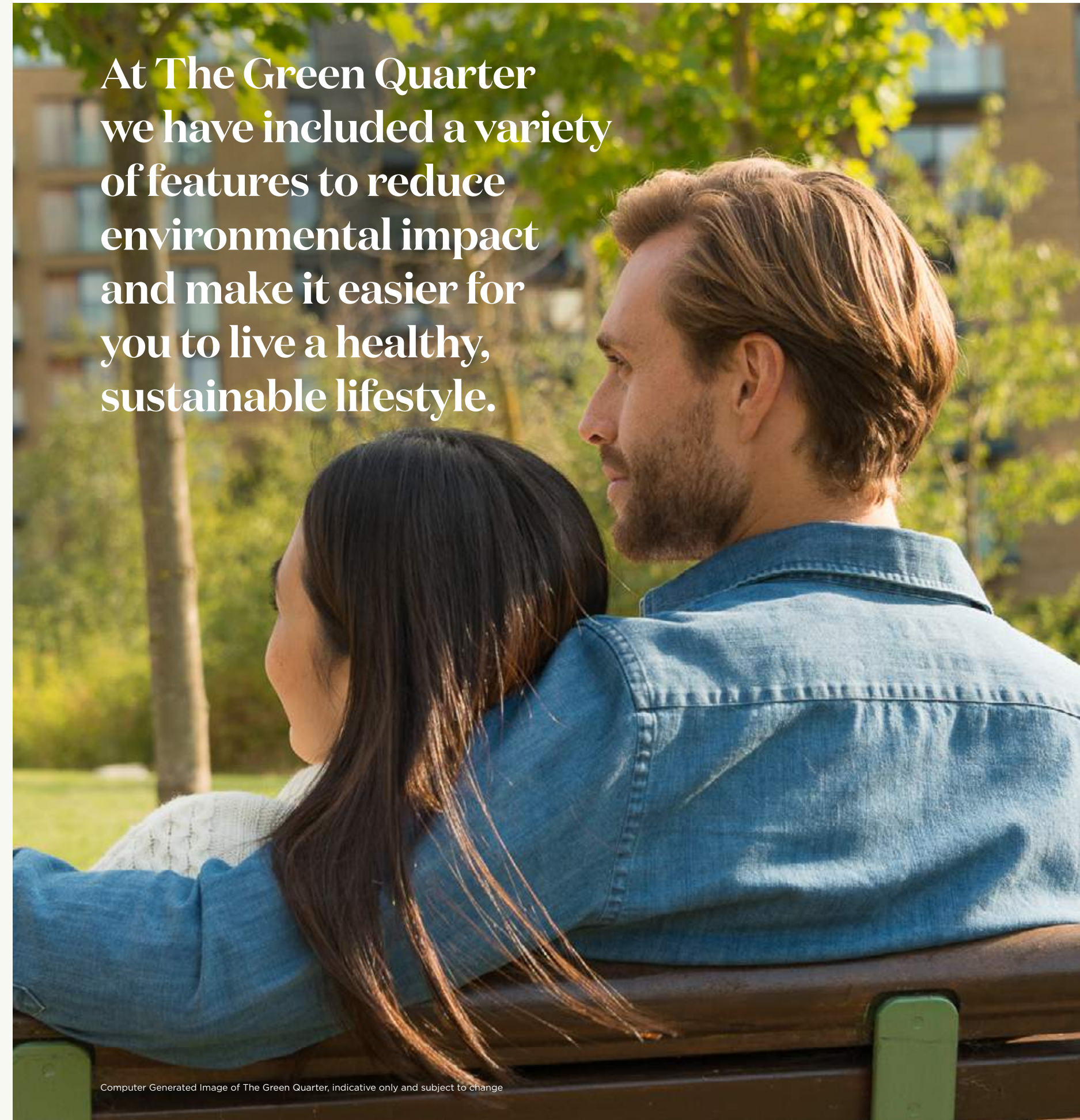
## REDUCING WATER USE

- Water saving fixtures
- Rainwater harvesting is used to irrigate the communal landscaped areas



## SUSTAINABLE TRAVEL

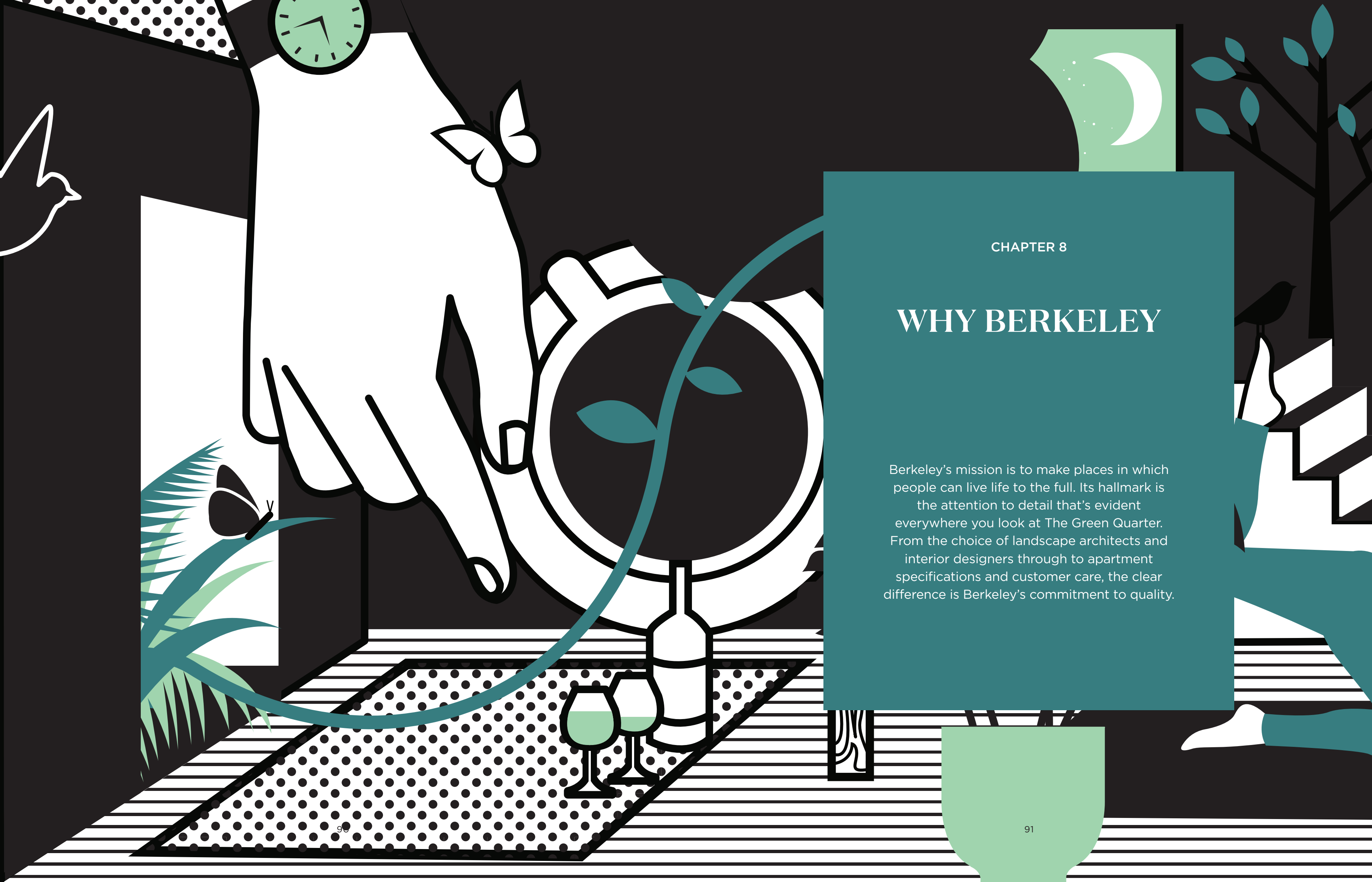
- New fitness trails
- A new footbridge linking to the 90-acre Minet Country Park
- 1km of canal frontage
- Electric car charging points
- Cycle and car club and 944 cycle spaces



At The Green Quarter we have included a variety of features to reduce environmental impact and make it easier for you to live a healthy, sustainable lifestyle.

Computer Generated Image of The Green Quarter, indicative only and subject to change





CHAPTER 8

## WHY BERKELEY

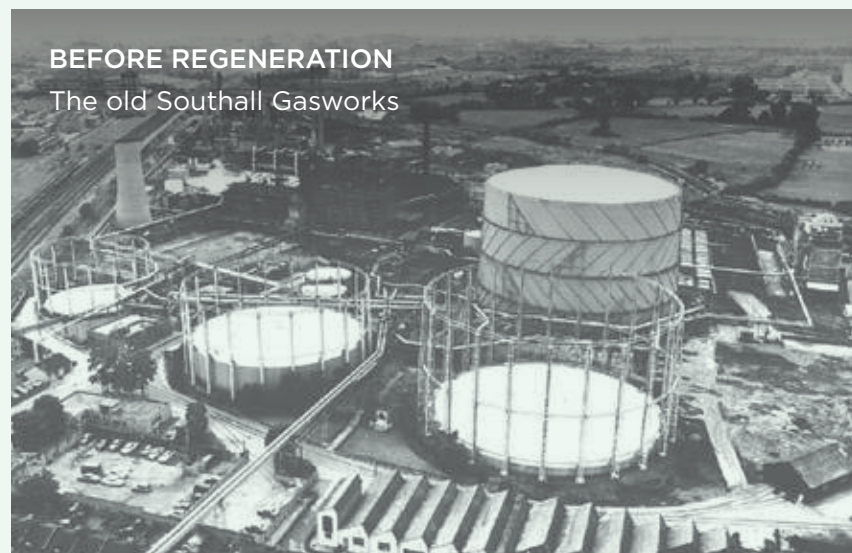
Berkeley's mission is to make places in which people can live life to the full. Its hallmark is the attention to detail that's evident everywhere you look at The Green Quarter. From the choice of landscape architects and interior designers through to apartment specifications and customer care, the clear difference is Berkeley's commitment to quality.



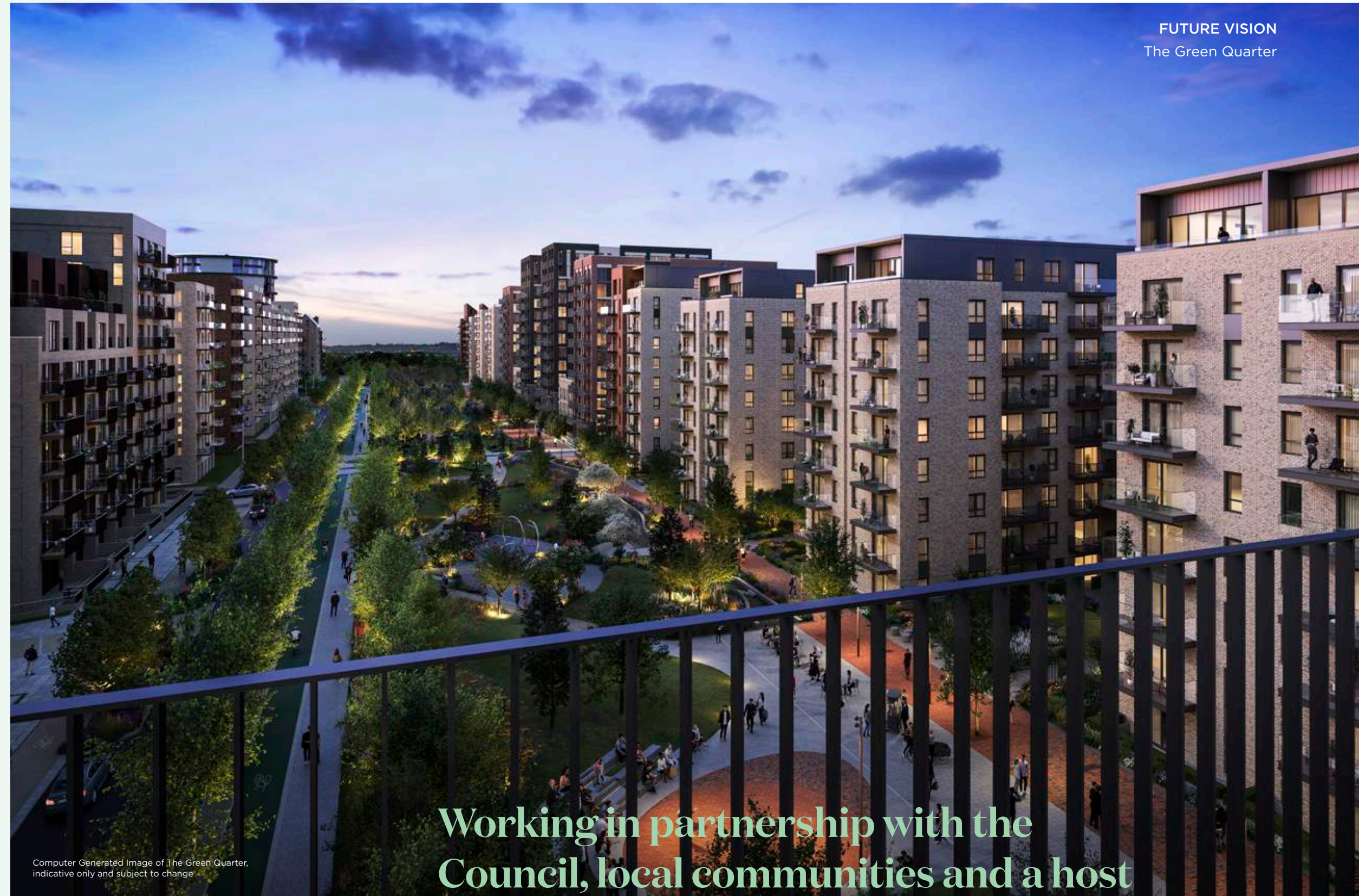
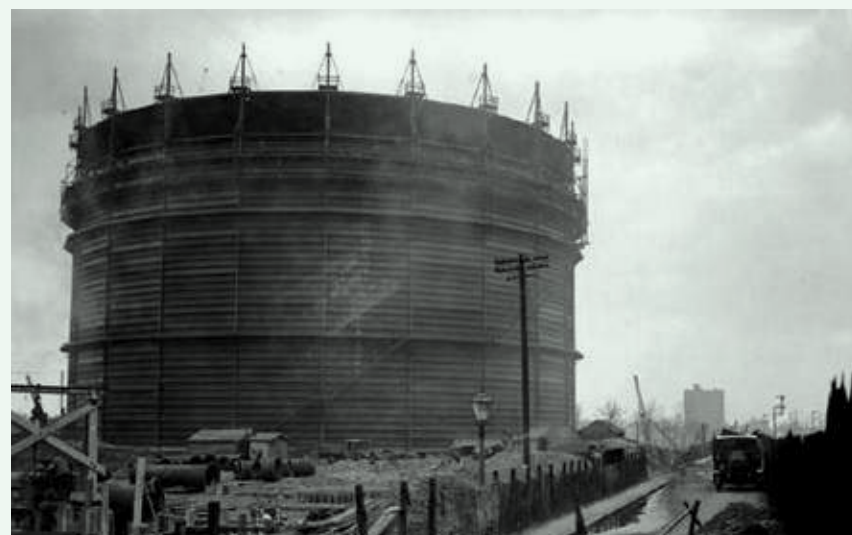
# THE FUTURE OF THE GREEN QUARTER

The Green Quarter is place of endless possibilities. This former industrial site is set to be transformed into a new community that is alive with energy.

It is a blank canvas onto which Berkeley is applying everything it has learned over the past 40 years. After decades of neglect, the former gasworks will become a green haven for West London and have a lasting impact for generations to come.



**BEFORE REGENERATION**  
The old Southall Gasworks



Computer Generated Image of The Green Quarter, indicative only and subject to change

**Working in partnership with the Council, local communities and a host of design partners, Berkeley's vision is to create a green and sustainable neighbourhood for all.**



# REVIVE & REINVENT

At Berkeley, placemaking is all about people. It's about creating quality homes and welcoming neighbourhoods with the amenities and public spaces that bring everyone together to enjoy community life. Every site has to work beautifully at a human level.

## WOODBERRY DOWN

# 52.7%

HISTORIC PRICE GROWTH FOR A 1 BEDROOM APARTMENT OVER 2 YEARS  
(Hackney average 42.3%)

Eleven years ago, a partnership between Woodberry Down Community Organisation, Hackney Council, Berkeley, and Genesis Housing began to transform one of London's most deprived estates.



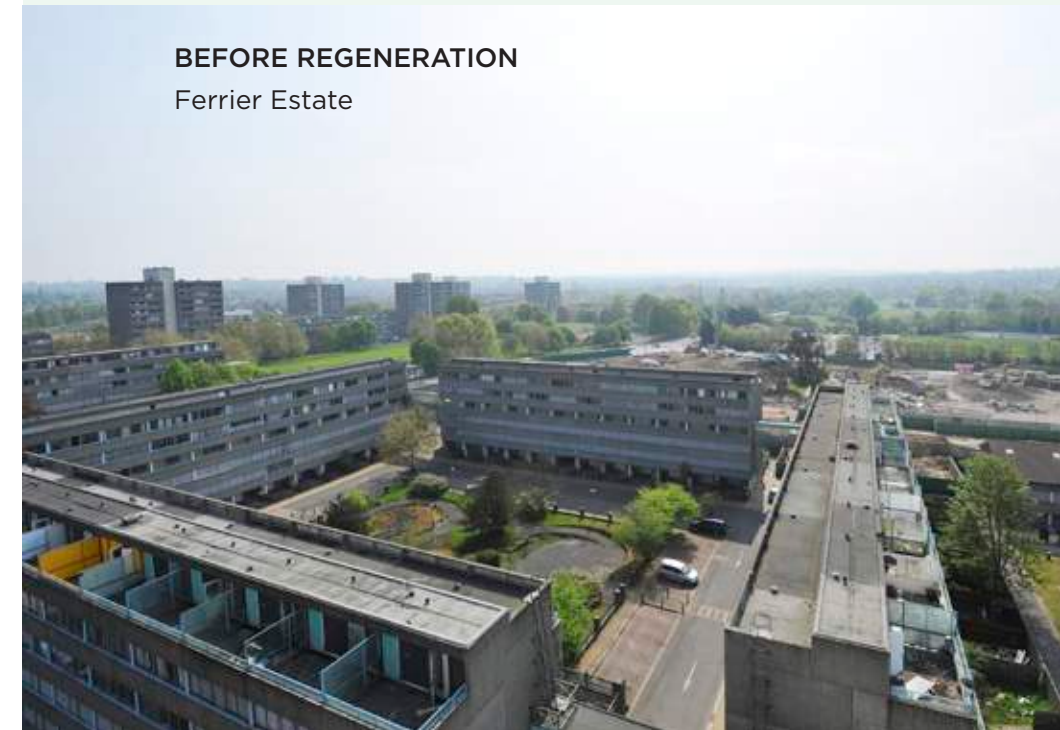
**AFTER REGENERATION**  
The Hidden River Festival at Woodberry Down

**“The Woodberry Down project team has taken on the regeneration of this area with integrity and a genuine desire to improve not just the physical environment, but also residents’ economic aspirations and social wellbeing.”**

— 2018 RICS Awards, UK Project of the Year



**BEFORE REGENERATION**  
Woodberry Down



**BEFORE REGENERATION**  
Ferrier Estate

## KIDBROOKE VILLAGE

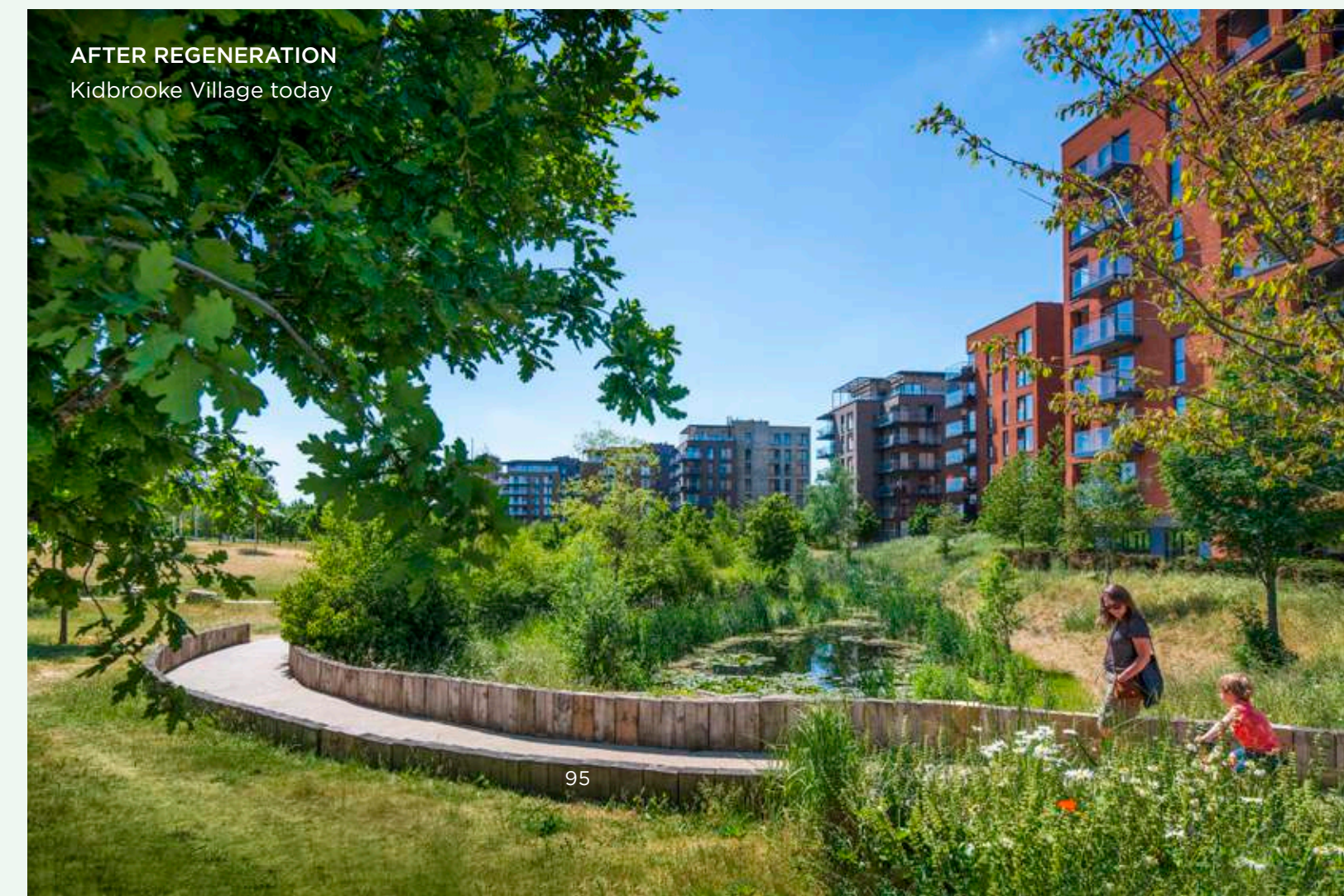
# 91%

OF RESIDENTS FEEL LIKE THEY BELONG TO THE NEIGHBOURHOOD

In 2001 a bold plan was conceived for the regeneration of the Ferrier Estate in the Royal Borough of Greenwich, London.

Berkeley had a vision and in partnership with the people of Kidbrooke, Kidbrooke Village was created.

The transformation of Kidbrooke has delivered a beautiful place to live.



**AFTER REGENERATION**  
Kidbrooke Village today



# DESIGNED FOR LIFE

At Berkeley, we are committed to creating great places where people love to live, work and relax. Where the homes are light-filled, adaptable and finished to very high standards. Where carefully planned public areas enhance wellbeing and quality of life for residents and visitors. Where people feel a sense of community.

## CUSTOMERS DRIVE ALL OUR DECISIONS

We achieve that by putting our customers at the heart of everything we do. First, we strive to understand what our customers want and need – well-built homes, in a pleasant and safe neighbourhood, with plenty of amenities and good transport connections. Then we apply that understanding to all our planning and design decisions.

And for every new development, we challenge ourselves to go further, to improve and innovate, ensuring we satisfy the real needs of our customers in inspiring and sustainable ways.

## CHOICE AND DIVERSITY

No two Berkeley customers are the same, so we aim to offer a wide choice of property location, size and type. From central London to major towns and cities; from market towns to rural villages, countryside to the coast – we build in locations our customers love. And whatever home you are looking for, whether that’s a city penthouse, a modern studio apartment or traditional family home, you will find the perfect fit for your lifestyle.

## QUALITY FIRST TO LAST

Quality is the defining characteristic of Berkeley developments, right down to the very last detail. We choose our locations, style of homes, construction practices, materials and specifications with great care. When you buy a new home from Berkeley you can be safe in the knowledge that it is built to high standards of design and quality, has low environmental impact and that you will receive a professional, efficient and helpful service from us. For extra peace of mind, all new properties come with a 10-year build warranty.

## GREEN LIVING

For Berkeley, sustainability isn’t simply the latest buzzword. We are committed to creating a better environment within our developments and in the areas that surround them. That’s why we build on brownfield sites whenever we can, bringing new life to disused and unloved spaces. We take care to protect the natural environment and enhance biodiversity. All our homes are designed to reduce water and energy consumption, and to enable residents to recycle waste.

## COMMITMENT TO THE FUTURE

When we plan a development, we take a long-term view of how the community we create can thrive in years to come. Our aim is to permanently enhance the neighbourhoods in which they are located, through intelligent design, quality landscaping, sympathetic architecture or restoration, and high standards of sustainability. We don’t just build for today; we build for the future too.



# OUR VISION



Berkeley Group is a responsible organisation, wholly committed to being a world-class business, as defined by the quality of places we create, the value they generate for people, communities and the environment, and their positive long-term impact on society. We set ourselves the highest standards in the industry for design, construction, safety and efficiency.

Our Vision, a strategic plan for the business, is designed to raise our standards higher still. Our Vision is reviewed every two years, following objective analysis and discussion of the key industry, national and global issues that are most relevant to our customers and supply chain.

Our Vision focuses our attention on five key business areas.

- CUSTOMER EXPERIENCE
- QUALITY HOMES
- GREAT PLACES
- EFFICIENT AND CONSIDERATE OPERATIONS
- COMMITMENT TO PEOPLE AND SAFETY



## THE BERKELEY FOUNDATION

We are committed to making a real and lasting difference to the communities we serve.

The Berkeley Foundation supports voluntary organisations in tackling long-term social issues in their local community. Working together, we help people choose a different life path, develop confidence and skills, and find hope for the future.

Since we established the Berkeley Foundation in 2011, we have committed many millions of pounds to hundreds of charities and organisations. A significant proportion of our donations are raised through the tireless efforts of our own staff.



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



# THIS IS HOW WE ARE ENSURING SUSTAINABILITY AT THE GREEN QUARTER

## PEOPLE, PLANET, PROSPERITY

Sustainability is fundamental to Berkeley's ethos. In simple terms, we want to ensure the long-term health, wellbeing and prosperity of people and the planet. There are a range of ways we are managing and minimising the environmental impact of our operations and delivery of homes and communities. These are the initiatives we have implemented at The Green Quarter.

## NATURE AND BIODIVERSITY

Parkland, trees, flowers, green roofs, ponds, hedges, gardens – these are the fundamentals of a thriving natural environment that can be enjoyed by everyone. They are all part of our commitment to net biodiversity gain on our developments. Within and around The Green Quarter, we have created natural habitats that encourage wildlife to flourish. We are working with the London Wildlife Trust and ALD (Applied Landscaping Design) to engage residents in the natural landscapes that we have created.

## WASTE AND RECYCLING

We actively encourage all residents to reduce their waste wherever possible. In addition to external recycling bins, we provide integrated recycling bins in kitchens to make it easier to separate and recycle waste.

## WATER EFFICIENCY

Our homes are designed to high water efficiency standards and are fitted with dual flush WCs, and low-flow taps and showerheads which use less water without compromising convenience and comfort. We also suggest simple steps to reduce water consumption, such as not leaving taps running unnecessarily.

## ENERGY EFFICIENCY

Efficient use of electricity and gas helps lower fuel bills and reduces carbon emissions. Our homes have been designed to use less energy than a standard home. They have enhanced levels of thermal insulation, air-tightness and Continuous Mechanical Extract Ventilation. All lighting is low energy and kitchen appliances are B rated or above.

## NOISE REDUCTION

We can't eliminate noise, but we consider the impact of noise in the design of our homes. We consider external noise, such as from nearby roads, and internal noise including the transfer between rooms and floors. We incorporate measures to reduce the different types of noise wherever possible to create a quieter environment.

## CLEAN AIR

It is hard to avoid polluted air, particularly in our cities. Throughout The Green Quarter we have planted trees, shrubs and flower beds to help create a cleaner air environment. Within our homes we provide mechanical ventilation to filter the internal air.

## SUSTAINABLE TRANSPORT

The Green Quarter is within walking distance of the railway station. Electric car charging points, car club and fitness trails encourage the use of sustainable methods of transport, to help reduce air pollution around the development and the wider area. These active methods of transport also help encourage healthier lifestyles.

## STEWARDSHIP

Maintaining our communal open spaces and facilities in perpetuity is an important benefit to the whole community. We work with Firstport and residents to ensure the development remains in pristine condition.

## FUTURE-PROOF DESIGN

From the early stages of design, we assess how our homes will stand up to the future effects of climate change, such as how they will be affected by higher summer temperatures, periods of drought, or more extreme rainfall. We are constantly researching how we can ensure our homes and developments are more resilient to these extremes to understand what new innovative technologies we should use in our future designs.





# CONTACT US

**MARKETING SUITE ADDRESS:**

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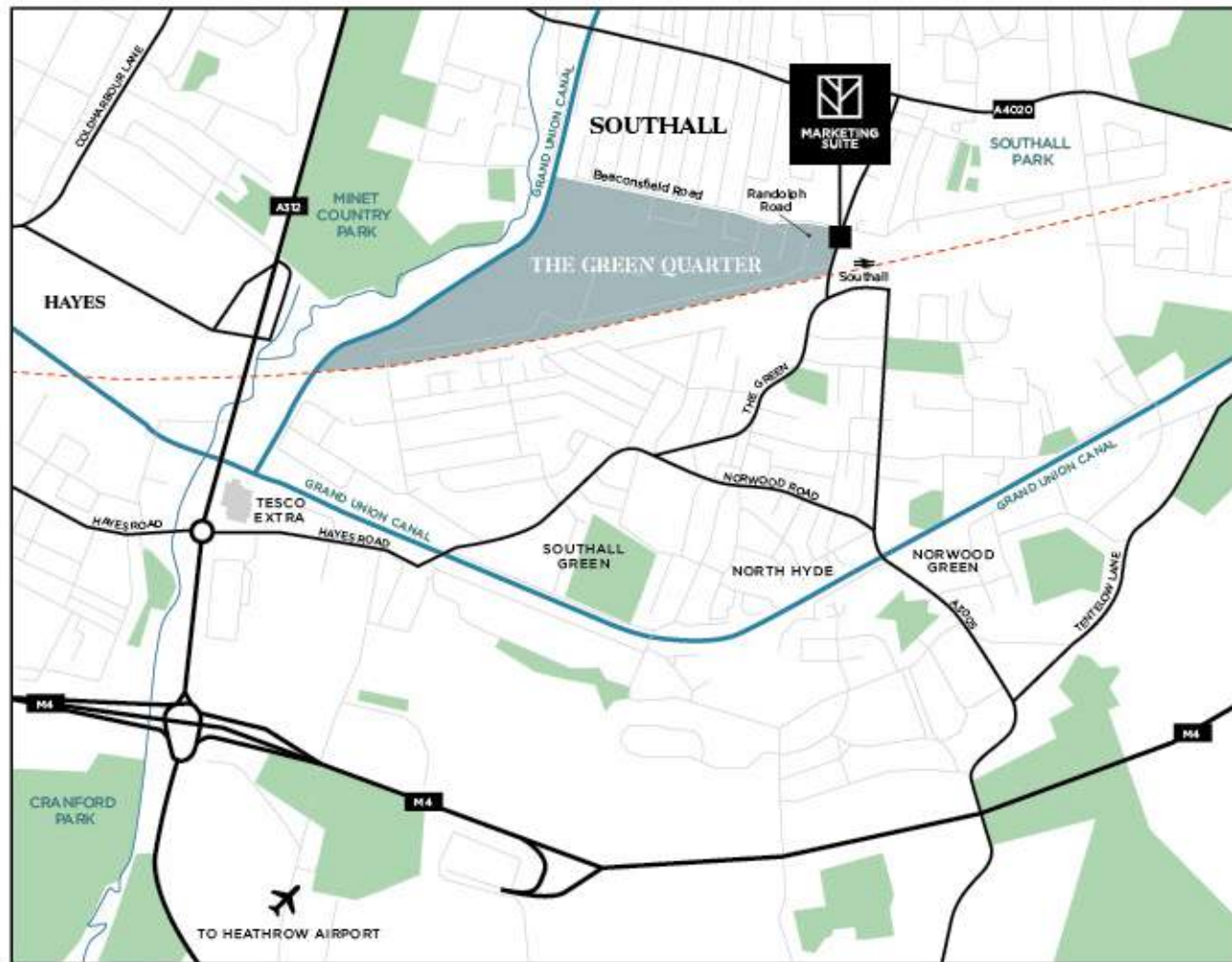
Open daily

Monday to Sunday 10am – 6pm  
(except Thursday 10am – 8pm)

For more information please visit our website or contact our Sales Team:

[www.the-green-quarter.com](http://www.the-green-quarter.com)  
salestgq@berkeleygroup.co.uk

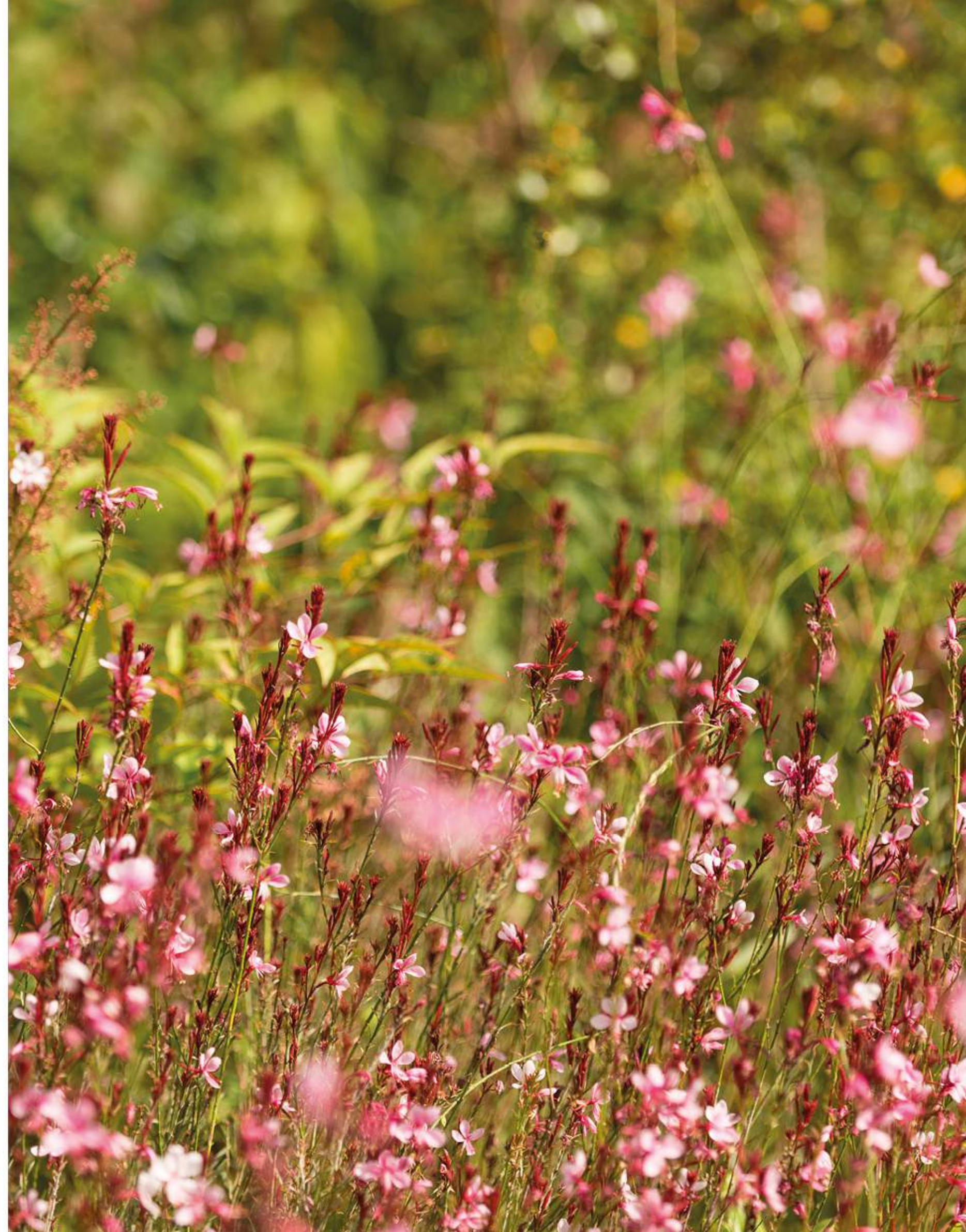
T: 020 4502 7788



Map not to scale



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A computer-generated image of a modern urban park. In the foreground, a shallow water feature with a dark stone border flows through a landscaped area. The water reflects the surrounding greenery and sky. To the right, a grassy slope is dotted with purple flowers and a butterfly. In the background, several tall, modern apartment buildings with balconies are visible, interspersed with mature trees. A few people are seen in the distance: one pushing a stroller and another sitting on the grass. The overall atmosphere is bright and vibrant, suggesting a high-quality, green urban environment.

# REMARKABLE BY NATURE



THE-GREEN-QUARTER.COM



Berkeley  
Designed for life