



At a time where health and personal space are so entwined, The Clay Yard seeks to provide a refuge from the intensity of city living – a place to relax and unwind, to recharge and revitalise.

Creating an environment that instils a sense of wellbeing is core to our philosophy. Capturing that essence in nature which brings us calm and tranquillity through the interplay of light, colours, materials, patterns and textures – all are key to creating a home that welcomes, soothes and recuperates.

Redefining the ways in which we live, work, rest and play, this new development of 106 apartments situated in the heart of West Hampstead village embraces the concept of ‘wellness’ through design.

Welcome to The Clay Yard.

# From the earth –

Taking inspiration from a neighbourhood where the production of natural materials once flourished, with tile and brick kilns providing the building blocks of old London, The Clay Yard celebrates a more respectful and natural approach to contemporary living.

In a world dominated by technology, synthesised materials and mass manufacturing, the beautiful simplicity of clay and the forms it creates, act as a reminder that it is often the small, simple, natural things in life that can bring us joy.





## Inspired by wellness –

Much of our time is spent inside, whether at work, play or at rest, and the atmosphere of these spaces influences our mood, our behaviour and our happiness.

Bringing the outside world in, feeling a sense of light and peace, are fundamental principles within our design. Careful planning has gone into every detail to create spaces that are clear, light, full of tactile elements and natural materials. Going home should be a soft embrace, a quiet haven of calm and solace enabling you to restore and recharge.



## Uplifting light –

Light plays a huge part in stimulating and engendering a sense of well-being.

Focusing on this relationship, each apartment features large windows maximising access to natural light, supplemented by dimmable lighting to create the perfect environment, regardless of the time of the day. Bathrooms feature specialist Halo lighting along with soft, mood lighting options to help unwind and relax.



## Naturally tactile –

Spaces have been designed with materials, patterns and textures that engage and interact with the senses. From the limewashed walls and textured tiles in the bathrooms, to kitchen cabinets combining textured bronze and matt lacquer finishes.

The finishing touch is beautiful, engineered oak flooring (PEFC certified), gently heated through underfloor heating to create the perfect visual and sensory experience.



## Everything in its place –

A clear, uncluttered space has been proven to provide a calm and productive environment. As such careful consideration has been taken to ensure plentiful amounts of intelligently designed storage space throughout.

Generous fitted wardrobes feature to master and second bedrooms whilst kitchens incorporate specific solutions for utensils, spices and waste recycling. Additional storage is provided in separate utility and storage cupboards.



## Soothing tones –

The relationship between colour and mood has long been established and is another key factor within the design philosophy.

Careful consideration has been made to ensure a palette of soothing and complementary tones. From the teal accents in the bathroom, a colour shown to promote balance and restfulness, to the warmth of the kitchen cupboards enhanced by a two-tone splashback that furthers a sense of intimacy.



# Masterplan –

The Clay Yard spans two separate buildings, The Heights and The Mansions, set within a serene community courtyard garden. Apartments offer one, two or three bedrooms and all benefit from private balconies, terraces and or winter gardens as indicated.

The Heights extends ten floors above ground level and comprises 40 apartments whilst 66 apartments occupy five storeys at The Mansions. The main reception area, resident's lounge and gym are conveniently located on the ground floor of The Heights and are accessed via the shared courtyard.

The Clay Yard has been built with sustainability in mind, various technologies have been used to minimise environmental impact and to make your home more efficient and economical. Low carbon air source heat pumps have been installed as a renewable energy alternative to fossil fuel heating systems. The apartments are lit with energy saving LED lighting whilst dual flush plates and low flow taps improve water efficiency without conceding comfort.

The external areas, and specifically the planting, have been designed to bring a significant biodiversity gain including wild habitat creation to encourage nature to thrive. Residents are fully supported in their sustainable practices with integrated composting and recycling bins, cycle storage and e-bike charging points as well as an on-site food bank collection point.



# Masterplan –

- 1 CONCIERGE / MAIN ENTRANCE
- 2 RESIDENTS GYM
- 3 RESIDENTS LOUNGE / BUSINESS FACILITIES
- 4 COMMUNITY GARDEN TOOLS ROOM
- 5 COURTYARD GARDENS
- 6 PERGOLA











Location –



# An exceptional location –

With three stations on its doorstep providing access to the Jubilee Line, Overground and Thameslink networks, The Clay Yard provides unrivalled access to the whole of London, and beyond. A wide selection of bus and cycle routes exist locally whilst direct connections to St Pancras for Eurostar and London's main airports make West Hampstead a convenient choice for frequent international travellers.

			
West Hampstead Overground & Thameslink 5 mins	Hampstead Village 6 mins	Hampstead Heath 4 mins	Kings Cross /St Pancras 10 mins
West Hampstead Underground 6 mins	Primrose Hill 11 mins	Bond Street 9 mins	Paddington 10 mins
	Parliament Hill 13 mins	Green Park 10 mins	London Victoria 2 mins
	Regents Park 16 mins	Westminster 13 mins	London Bridge 19 mins
	Baker Street 16 mins	Waterloo Station 15 mins	Luton Airport 23 mins
		St Pauls 16 mins	London City Airport 35 mins
		London Bridge 19 mins	Heathrow Airport 43 mins
		Canary Wharf 26 mins	Gatwick Airport 56 mins
		Stratford 35 mins	

Source: TFL / Google journey planners

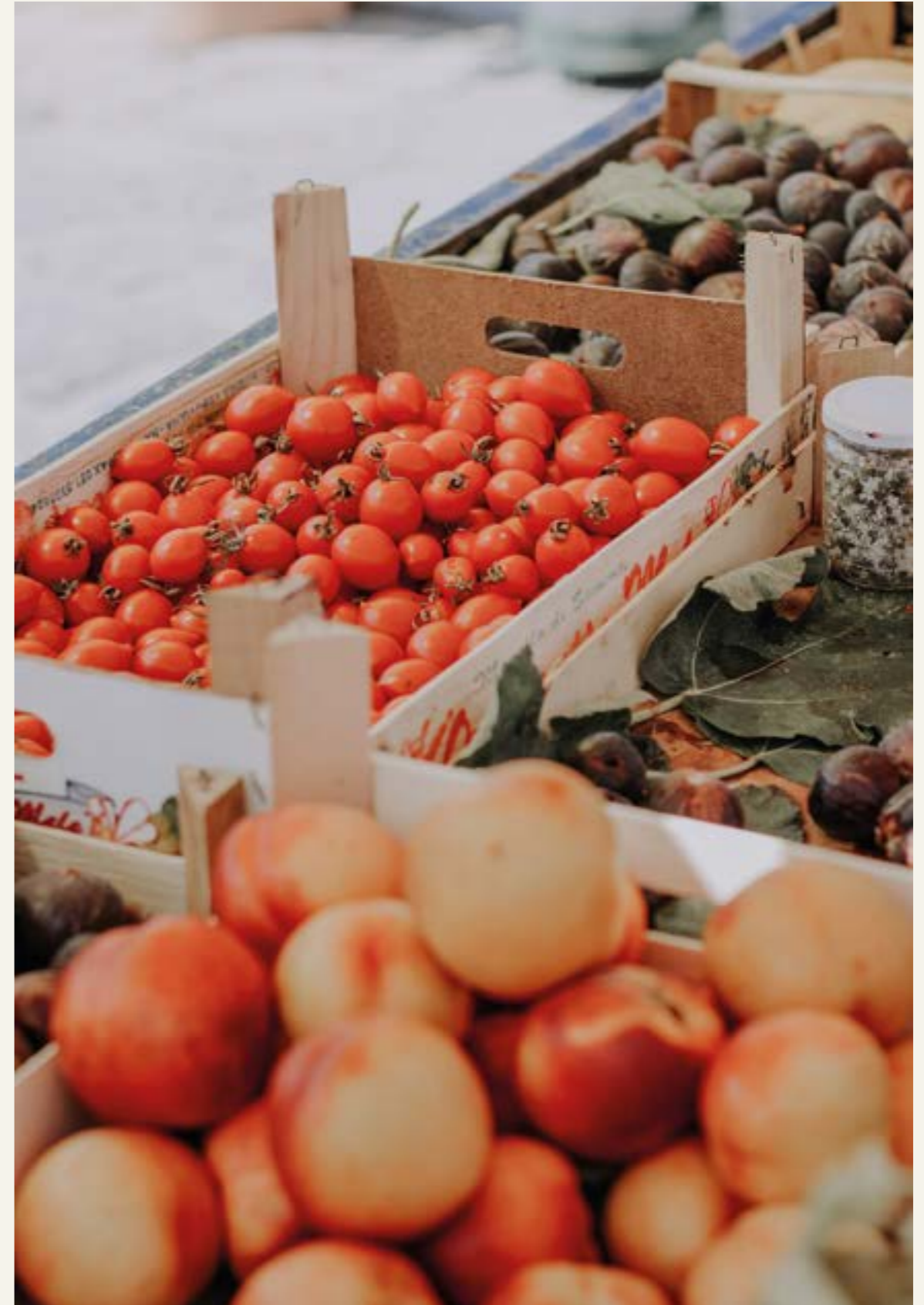


# A true urban community –

Long famous as a thriving and friendly community in the heart of London, West Hampstead is envied for its genuine ‘village’ atmosphere. The community is centred around West End Lane with a perfect mix of shops and eateries, this is one of West Hampstead’s oldest roads, dating back to the Middle Ages.

Today West End Lane is abuzz with a rich selection of independent shops, cafés, patisseries, restaurants, delis, studios and salons - with few of the large chains that can so often disrupt a neighbourhood feel.

This wonderful mix of local, independent businesses creates a unique and vibrant atmosphere. Hampstead Village, Belsize Park, Queens Park and St Johns Wood are all close by, providing the perfect Sunday walk – with the occasional stop for coffee and a treat.





## Dining out or eating in –

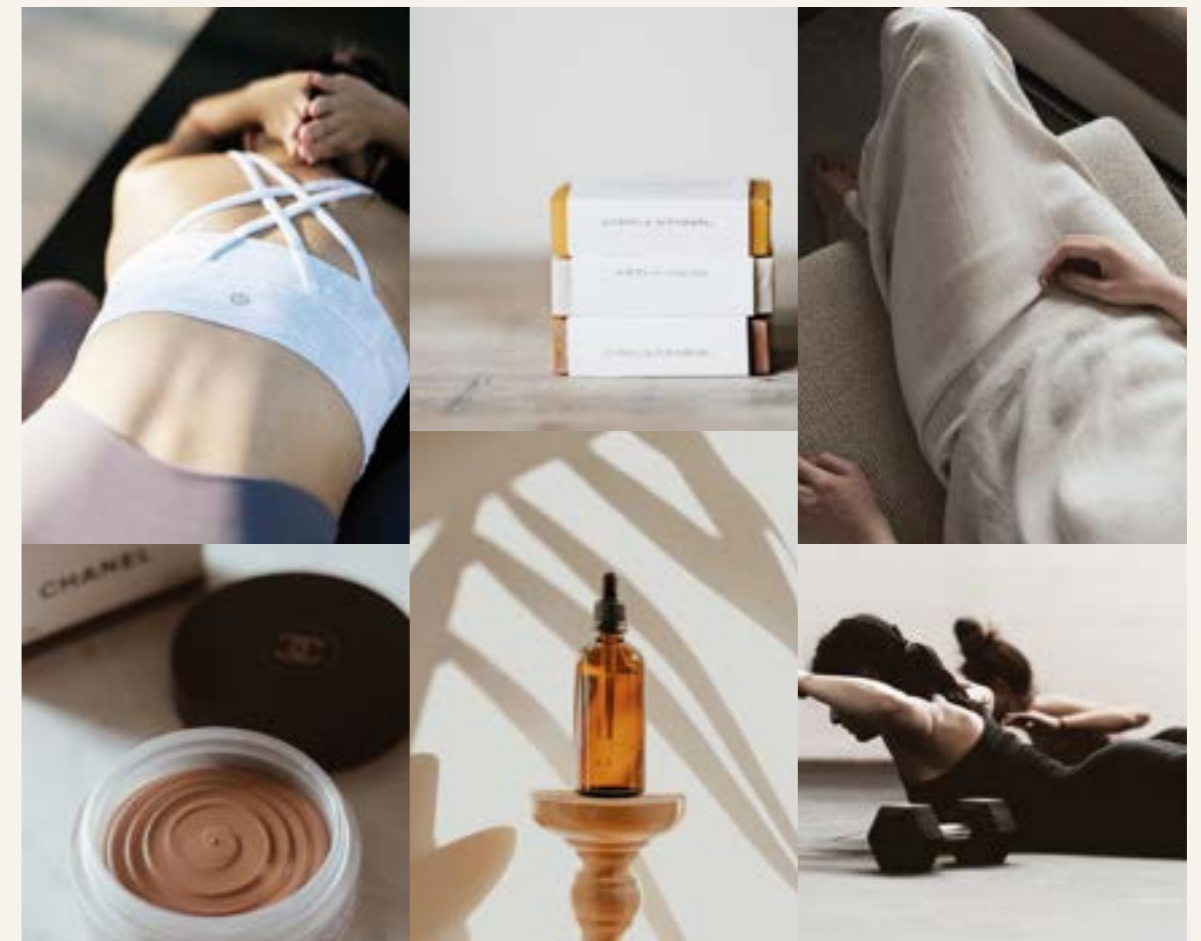
Spoilt for choice with world food and whole food right on your doorstep West Hampstead provides a plethora of choice. From a laid-back brunch to fine dining every taste and occasion is catered for: authentic Italian to Lebanese mezze, vegan to Vietnamese, there is temptation on every corner.

And for dining in, the Saturday farmers market offers the best of fresh, seasonal and organic ingredients, the wide range of producers cover everything from fruit and veg to fish and flowers. Complemented by a wealth of local delis, supermarkets and specialist purveyors, perfect to top up with ingredients foraged from The Clay Yard garden.

## Health, fitness & fulfilment –

Complementing the private on-site gym, West Hampstead offers every kind of studio and training class that you could desire, from high-intensity training to mindful meditation.

A wide range of studios and classes are available to suit every technique, taste and temperament. You can also benefit from the support of local specialist practitioners in physiotherapy, osteopathy and nutrition.



# Time for a treat –

For those times when you need a little more indulgence – whether it’s a hot stone massage or an evening out, there’s plenty of temptation locally.

From nail bars to cocktail bars to cosy pubs, everyone deserves a more decadent kind of relaxation from time to time and the options are endless, both locally in West Hampstead and within easy reach in Central London.



# Culture & concerts –

There’s plenty to while away the hours, from browsing independent bookshops to an evening at West Hampstead Arts Club. Summer concerts at Kenwood House are a must, surrounded by an elegant landscape showcasing sculptures by Barbara Hepworth and Henry Moore.


Long synonymous with high art, soak up the character of neighbouring Hampstead with its theatres, galleries, historic sites and majestic architecture or venture a short distance to enjoy central London’s world class cultural scene.


# World class education –

London has long been envied for its educational excellence, with many of the world leading universities based here. With over 40 university establishments to choose from finding the perfect speciality could not be more opportune, whether it be medicine or media, fashion or finance, art or architecture, the best universities are right on the doorstep.

## Imperial College London

White City / Kensington  
London ranking: #1

 21 mins / 26 mins

 41 mins / 42 mins  
West Hampstead  
Overground / Underground

## UCL


University College London  
London ranking: #2


 24 mins

 27 mins  
West Hampstead  
Underground

## KING'S College LONDON

King's College, London  
London ranking: #3


 35 mins

 33 / 35 mins  
West Hampstead  
Underground / Thameslink

## LSE

London School of Economics  
London ranking: #4


 34 mins

 33 mins  
West Hampstead  
Underground

## Queen Mary University of London


Queen Mary  
London ranking: #5

 58 mins

 45 mins  
West Hampstead  
Underground

## ual: university of the arts london

University of the Arts, London  
London ranking: #=7

 31 mins

 30 mins  
West Hampstead  
Underground





## Space to walk and unwind –

West Hampstead is surrounded by some of London's most revered green spaces. In contrast to the manicured gardens of Regents Park the wilds of Hampstead Heath feature untamed terrain, woodlands and ponds and even opportunities for an open water swim.

Parliament Hill offers a spectacular panorama from one of the highest natural viewpoints of London, although many would argue the views from Primrose Hill, also within easy walking distance, are second to none.







Designed for  
living –





## Kitchens – Practical and luxurious

Kitchens at the Clay Yard form sociable and creative hubs integrated within the living spaces. Contrasting textures and complementary colour palettes create a blissful environment to prepare fresh and nourishing meals.

Individually designed layouts feature gently textured bronze high level cabinets with base and tall cabinets in a matt lacquer finish. Natural quartz composite work surfaces incorporating Blanco undermounted stainless steel sinks and matt black instant boiling water taps are complimented by a full height two tone splashback and concealed feature LED lighting. Space and usability are maximised with generous storage, customisable accessories rail, integrated recycling bin and a separate worktop bin for compostable waste.



12:04

SIEMENS

12:04

SIEMENS

SIEMENS







## Bedrooms – Space to unwind

Spacious havens of calm with soft tones, master and second bedrooms include integrated wardrobes finished with matt lacquer doors and knurled brass handles ensuring the rooms remain uncluttered and restful. Good quality sleep is closely connected not only to overall health and enhanced well-being but also improved concentration and productivity.









## Bathrooms – A tranquil haven

Combining materials, colour, and mood lighting the bathrooms provide the ultimate place to rejuvenate in the morning or to relax at the end of the day. Limewash, a paint formed from clay, minerals and natural pigments creates a uniquely textured and visually stimulating feature wall. Neutral tones provide a background for teal accents, a colour chosen for its calming properties.

Walk-in showers feature glass screens with brushed brass fittings complemented by contemporary square-formed wash basins and wall hung soft close WCs with concealed cisterns. Lighting combinations include a wall mounted halo fitting alongside diffused LED feature strips to create a softer restorative mood.



AROMATIC  
WATER



## Let the outside in -

The closer in contact we are to nature the more relaxed we feel. The buildings are set within a beautiful courtyard garden, an area that in itself provides peace and tranquillity, however every apartment also has its own area to connect to the outdoors.

Whether it be a balcony, a terrace or a winter garden, every resident has a private place to unwind and find a moment of serenity, whether it be from sitting back and enjoying the sunlight or tending to your flowers and plants, the space is yours to enjoy.





## Space to breathe –

The courtyard and external approach, designed by award winning garden designers, are focused on stimulating a sense of wellbeing through both the ambience and the planting, but also by how the residents will interact with the space.

Designed as a space to enjoy, there is a timber pergola providing soft shading whilst benches are scattered amongst the bedding scheme, providing quiet spaces for reading, soaking up the sun or just enjoying the ambience.

Foraging will be encouraged with a wealth of herbs, edible species and fruit trees providing fresh and seasonal produce. A community tool shed will enable any keen, green fingered residents to participate in maintaining the area, whilst a community composting scheme provides an opportunity for residents to both recycle food waste and to benefit from the end result.





## Peaceful walks –

The courtyard also provides direct access to Maygrove Peace Park. Dedicated as a symbol of peace, The Clay Yard, will create a new public space directly linking the grounds to the park. The symbolism of having the park on our doorstep could not be more appropriate to our philosophy.





# Residents' amenities –

The Clay Yard provides a unique array of amenities for residents aimed to encourage a sense of well-being and cohesive living. From the soft scenting of the main entrance to the gentle, ambient lighting of the communal spaces, the first step through the door will start the process of decompression.

Facilities are designed to help manage the changing nature of today's work / life balance, with a residents' app and part-time concierge service to ensure the smooth running of the estate.

The residents' lounge offers an inviting and flexible space to relax with friends or to work remotely. This provides owners with the luxury of a separate business space, an environment in which to be focused and motivated.

The private on-site gymnasium supports the physical health and wellness of the community. The flexibility to exercise when it suits you in luxurious surroundings curated to stimulate and energise.





Specifications –



## Kitchens –

- Individually designed layouts
- Gently textured bronze high level cabinets
- Base and tall cabinets in matt lacquer finish
- Soft close doors and drawers
- Full height two tone splashback
- Composite natural quartz work surface
- Blanco undermounted stainless steel sink
- Matt black instant boiling water tap
- Hanging kitchen accessories rail
- Integrated worktop bin for compostable waste
- Concealed feature LED lighting
- Appliances include:
  - Siemens fridge/freezer
  - Siemens ceramic induction hob
  - Siemens multifunction oven
  - Siemens microwave oven
  - Siemens dishwasher
- Integrated extraction
- Separate utility cupboard housing washer/dryer as indicated

## Bathrooms –

- Brushed brass taps and fittings
- Glazed porcelain tile feature wall
- Textured feature tiling to vanity wall
- Large format porcelain tiling to remaining wet areas
- Lime wash painted feature wall
- Concealed feature LED lighting
- Wall mounted halo light
- Wall hung soft close WC, concealed cistern and dual flush
- Walk-in showers where indicated with glass screens
- White enamel steel baths where indicated with overhead shower
- Contemporary square-formed wash basin with exposed piping and floating shelf
- Wall mounted mirrored vanity storage
- Shaver socket
- Heated towel bar

## Interior Finishes –

- Wide plank matt lacquered engineered oak flooring throughout
- Fitted wardrobes to master and second bedrooms where indicated
- Two tone internal doors with routed detailing and matt black ironmongery
- Wall and ceilings finished in matt off-white

## External Areas

- Balconies or Winter Gardens to all apartments as indicated paved in large format porcelain tiles
- Anodised aluminium doors and window frames with double glazing (triple in some cases)

## Heating & Electrical –

- Apartment lighting provided through dimmable low energy LED downlighters
- Matt white power sockets and light switches
- Underfloor heating throughout
- Heating provided via communal air source heat pumps with individually metered supply
- Hyperoptic broadband
- High performance Cat 6 data cabling
- Media outlets to living room offering connectivity to radio, telephone, data, TV, satellite and Sky Q
- Telephone and television points to bedrooms
- Centralised distribution point within apartment utility cupboard
- Connection to infrastructure to be arranged through relevant service providers and paid for by the resident in the usual manner

## Residents Amenities –

- Soft contemporary internal spaces and corridors
- Ambient scenting to main entrance lobby
- Equipped Gymnasium
- Part time on-site Concierge
- Resident Mobile App
- Cycle storage with e-bike charging facilities
- Residents Lounge
- Business facilities for remote working
- Food bank donation collection point
- Building approaches and courtyard designed by award winning garden designers includes:
  - Soft and naturalistic seasonal planting scheme
  - Inclusion of edible species and fruit trees for foraging
  - Opportunities for community gardening
  - Community composting scheme
  - Relaxation areas
  - Wildlife habitat creation
  - Ambient feature lighting
  - Direct access to Maygrove Peace Park

This specification is intended for guidance purposes. West Hampstead Ltd reserves the right to make changes to this specification at any time and in such instances similar alternatives will be provided.

# Peace of mind –

Apartments feature multipoint locking to all entrance doors and security fob access control to main building entrances. Secure CCTV monitoring, mains supplied fire detection and alarm systems cover all areas complemented by secure video entry systems within each apartment.

Apartments are provided with an initial 999 year lease and a professional managing agent will be appointed to manage and maintain all communal areas and facilities (for which a service charge will be apportioned between residents).

All apartments also benefit from a 10-year structural warranty provided by Build-Zone.



## Disclaimer

Whilst every care has been taken to ensure accuracy this cannot be guaranteed and precise details may vary. Areas, dimensions and distances quoted should be considered approximate. These particulars do not form part of any offer or contract and do not amount to statements or representations of fact upon which any reliance can be placed. West Hampstead Limited reserve the right to alter these particulars, any specifications and floor plan layouts without prior notice. West Hampstead Limited and its agents shall not be held liable for negligence, and/or for any direct or indirect consequential losses or damages arising from the use of this information. All development images are computer generated and are indicative and used for illustrative purposes only.





## Dominic Heaton-Watson

Dominic is passionate about property and has gained well-rounded industry experience both in the UK and Malaysia.

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Dominic leads the International Residential department at Knight Frank Malaysia which has a focus on prime residential projects in key global cities. Dominic's ability to listen & understand his clients' needs has allowed him to continuously achieve his clients' goals and expectations. A professional yet personable character allows Dominic to forge solid relationships and demonstrates why he has seen a great deal of success from referrals and repeat clients.

### Languages I speak

English, UK English

### I can advise you on:

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- Investment Property
- New Construction
- Property Management
- Townhomes
- Equestrian Properties
- Leasing
- New Developments
- Rental
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