

The Verdean

London W3

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Welcome to The Verdean. Reimagining life in the capital, reconnecting you with the city and nature. Covering nearly six acres in Acton W3, green spaces are around every corner and now connected better than ever, with the Elizabeth line on your doorstep, allowing you to reach the heart of the city in no time.

Our pick of the bunch

Our top 8 reasons to choose The Verdean

1 *75% Growth*

For homes within a 10 minute walk of Acton Main Line station, since the Elizabeth line was granted Royal Assent in 2008.



2 *Enriched education*

With several of the top ten global universities nearby, The Verdean is a place where you can learn, grow and thrive.

3 *W3 Lifestyle*

Enjoy the best of both worlds with the village vibes of Churchfield Road and Chiswick and the bustle of Paddington and Bond Street less than 10 minutes away.

4 *Reconnect with you*

Benefit from a range of luxury amenities including dedicated 24hr concierge, business lounge, screening room and a gym powered by Peloton.

5 *Award winning partners*

Carefully curated partnerships with award-winning specialists including The Royal Botanic Gardens, Kew and Peloton guarantees a secure and safe investment for your future.

6 *£26 bn regeneration*

One of London's largest regeneration projects is underway just north of The Verdean, worth £26 billion.



7 *Reconnect to nature*

Rethink what it means to live in the city, with over one third of the neighbourhood landscaped – turning every corner into a green haven.

8 *Connect to the capital*

The Elizabeth line is just 45 seconds away, providing fast and easy links to the capital. Get to Bond Street in 9 minutes and the City in just 16 minutes.



23 min
Canary Wharf

City of London

9 min
Bond Street

6 min
Paddington

Notting Hill

Hyde Park

Knightsbridge

Kensington

Chelsea

Earls Court

Fulham

River Thames

White City

Hammersmith

Chiswick

17 min
East Acton

Acton Park

£26bn

One of London's largest regeneration projects is underway just north of The Verdean, worth £26 billion.

12 min
North Acton

The Verdean
London W3

10 min
Acton Central

Churchfield Road

<1 min
Acton Main Line

North Acton Playing Fields



Residents' facilities

- Dedicated 24-hour concierge
- Business lounge
- Gym and spin studio powered by Peloton
- Screening room and multi-purpose entertainment space
- Landscape courtyard gardens designed in partnership with Royal Botanic Gardens, Kew
- A car club scheme with 3 years' free membership
- Bicycle storage area(s) include long stay and short stay parking in the relevant phase

Royal Botanic Gardens **Kew**



Development details

Development Address
Joseph Avenue,
London, W3 6NL

Tenure
999 year leasehold starting
from April 2021

Council Tax Band
H - £2,401.56 per annum
(for properties valued at
£320,000 or more)

Reservation Terms

- 21 day reservation period
- £2,500 reservation payment due on the day
- 10% of purchase price payable within 21 days on exchange of contracts (minus reservation fee).
- A further 2.5% deposit payable 6 months after the Reservation Date
- A further 2.5% deposit payable 12 months after the Reservation Date
- A further 5% deposit payable 18 months after the Reservation Date
- Balance of 80% payable on completion

Developers
Mount Anvil and Catalyst
Part of the Peabody Group

Service Charge
£4.77 per sq ft service charge is estimated and based on expected rates, which may be subject to change

Solicitors for Vendors
STAPIEN LAKE LLP
43 Welbeck St, Marylebone,
London W1G 8DX
Jane Fetherstonhaugh
+44 20 7467 3030
jane.fetherstonhaugh@stepienlake.co.uk

Local Council
London Borough of Ealing

Architect
Chapman Taylor

Ground Rent
Zero

Landscape Architects
In partnership with Royal Botanic Gardens, Kew and Exterior Architects

Number of homes (Phase 2)
The Aster - 170 homes
Studio - 42
One Bed - 91
Two Bed - 37

Recommended solicitors for purchasers
• The London Solicitors

Interior Design
Johnson Ribolla

Warranties and Insurances
10 year NHBC buildmark warranty including 2 year fixtures and fittings warranty

Completion Date
The Aster - Estimated Q1 2026





Soho House White City

One of the last pockets of west London with strong investment potential



Source: Savills Research 2022

The rental market for new build homes in West London is ‘driven by corporate relocations and young professionals drawn in by high status roles’¹.

Only 10 minutes away is the Chiswick Business Park – home to FTSE 100 companies and major corporations, including Sony, Danone, PepsiCo, Starbucks, Disney, Mitsubishi, GSK and Sky, as well as many more. It is also closely situated to Hammersmith, one of the best-connected districts in all of the capital.



Life in Acton

Acton’s future is bright. Only a few minutes north of The Verdean, Acton is one of the capital’s most ambitious infrastructure and regeneration projects, attracting residents and businesses to the area.

It’s rejuvenating the surrounding area of Acton with new amenities: new schools, new shops, new infrastructure and the creation of 65,000 new jobs.

Included, is the delivery of the High Speed 2’s (HS2) only London interchange with Crossrail. Set to open in 2026, HS2 will offer rapid access to the north of England, halving current journey times to the likes of Manchester and Birmingham . It’s set to bring growth to the area, making it a prime location for businesses looking to expand.

“ ”
Short travel times to central locations is one of the key drivers of value for London property.

Katy Warrick, Savills Research



“ ”
Property prices in Ealing have increased by 13.2% since March 2020, higher than the 8.3% average growth seen across London over that same time.

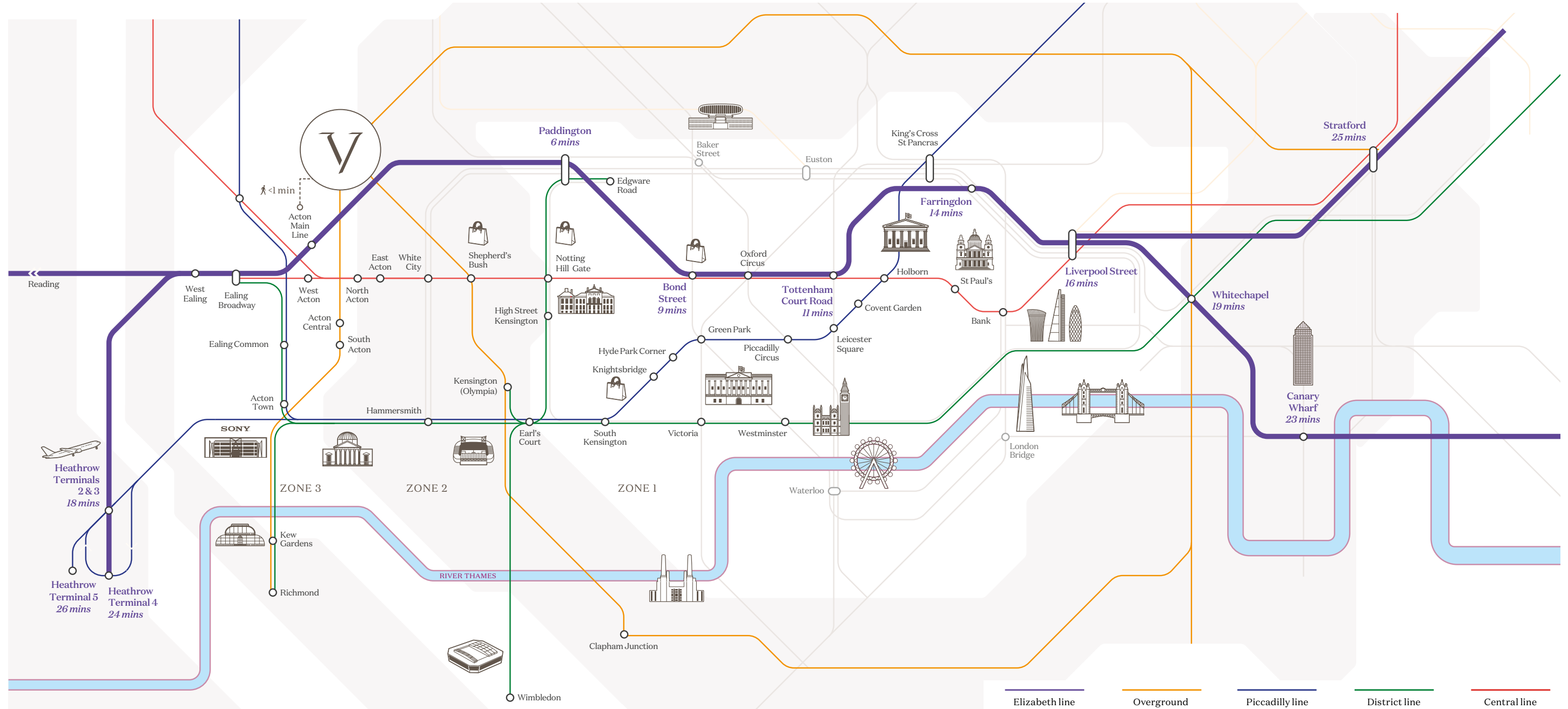
Knight Frank, Acton research report, 2022

¹ Gary Hall, Head of Lettings, Knight Frank

Seven stations *on your doorstep*

With the Elizabeth line on your doorstep and six other stations bearing Acton's name, The Verdean is one of the best connected developments in the capital. Currently serviced by TfL Rail, the Central line, the District line, Piccadilly line, Elizabeth line and the Overground – taking you anywhere you need to go in London and beyond.

| | | | | | | | |
|--|--------------------------|--|--------------------------|--|------------------------|--|---------------------------|
| | Acton Main Line <1 min | | Acton Central 10 mins | | North Acton 12 mins | | East Acton 17 mins |
| | Paddington 6 mins | | Kew Gardens 10 mins | | Oxford Circus 16 mins | | White City 3 mins |
| | Bond Street 9 mins | | Heathrow Airport 18 mins | | St Paul's Bank 24 mins | | Notting Hill Gate 11 mins |
| | Heathrow Airport 18 mins | | Canary Wharf 23 mins | | Bank 26 mins | | Marble Arch 15 mins |
| | West Acton 19 mins | | Acton Town 6 mins | | South Acton 7 mins | | |
| | Ealing Broadway 3 mins | | South Kensington 14 mins | | Richmond 14 mins | | |
| | | | Knightsbridge 17 mins | | | | |
| | | | Westminster 23 mins | | | | |
| | | | Leicester Square 25 mins | | | | |



Map not to scale



Selfridges

World-class culture, unrivalled city links and serene, village-like spaces.

Acton is a small pocket of West London that has seen and continues to see incredible change and transformation taking place through regeneration. With the Elizabeth line only metres away, and six other stations bearing Acton's name, it now takes only 6 minutes to reach Zone 1.

West London is where Royal history and rich culture meets village-like shopping districts, making it one of the most desirable areas to live in.

Culture lovers can spend their downtime exploring museums and galleries like the Design Museum, the Science Museum, the Natural History Museum and the V&A.

For retail therapy, lose yourself in Chelsea, Westfield London and Selfridges. Or soak up West London's more charming side by spending weekends rummaging through independent boutiques on the famous Portobello Road.

For Michelin star dining and the hottest weekend hang-outs visit Endo at The Rotunda, La Trompette, No.17 Dicken's Yard or Soho House White City.



The Natural History Museum

A place to *learn* and grow.

The Verdean is within easy commuting distance of several global top ten universities. Reach Imperial College London and University College London within 20 minutes by tube.

Ealing is home to 73 primary and secondary schools rated either 'Good' or 'Outstanding' by Ofsted.



Imperial College London



4mins

4mins

UNIVERSITY OF WESTMINSTER



19mins

20mins



22mins

23mins

Universities

- 1 Imperial College London - White City Campus - 4mins
- 2 University of West London - 9mins
- 3 Royal College of Art - 4mins
- 4 Imperial College London - 17mins
- 5 Royal College of Music - 16min
- 6 London Business School - 23mins
- 7 University of Westminster - 19mins
- 8 University College London - 20mins
- 9 London School of Economics and Political Science - 22mins

Secondary schools

- 10 Twyford Church of England High School
- 11 The Ellen Wilkinson School for Girls
- 12 Latymer Upper School
- 13 Godolphin and Latymer
- 14 Sacred Heart High School
- 15 St Paul's Girls School
- 16 Putney High School
- 17 St Paul's Boys School
- 18 Ealing High School
- 19 St Benedicts School

Primary schools

- 20 Ark Priory Primary Academy
- 21 Holy Family Catholic Primary School
- 22 Ark Conway Primary Academy
- 23 Good Shepherd RC Primary School
- 24 St John XXIII Catholic Primary School
- 25 Belmont Primary School
- 26 Montpelier Primary School
- 27 John Betts Primary School
- 28 Orchard House School
- 29 Chiswick and Bedford Park Prep
- 30 Fulham Prep School
- 31 Ravenscourt Park Prep
- 32 Notting Hill Prep School

Mount Anvil

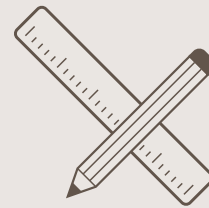
Investing in quality

90% of our people are also shareholders in our business, so there's more pride poured into every project. Our unique collective approach brings together some of the best minds in the industry to create carefully considered and beautifully built homes that will endure. It's an approach that drives continuous improvement, raising the bar with every development. Here we set out what quality means to us, going above industry standards with each of our teams.



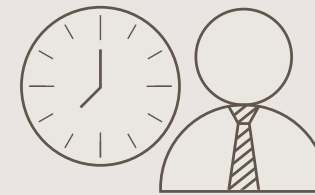
Land buying

Finding the right location to invest in. Mount Anvil schemes have delivered up to 2.3 times the average price growth for new build apartments in the same postcode.



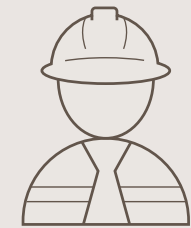
Design planning

We've developed bespoke 4D software to plan and deliver projects to the highest standard with fewer complications.



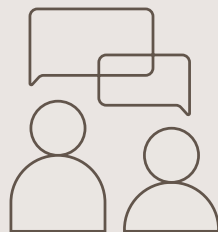
Project directors

Mount Anvil Project Directors typically have more than 25 years industry experience, so delivery of your home is in safe hands.



Health & safety

We're the UK's most highly-rated company. It's built into our culture, into everything we do and every decision we make.



Customer experience

Your personal Customer Experience Manager will be by your side throughout the buying process, whether it's contacting your solicitors or showing you around your home.



Customer care

If a problem arises, we've got you covered with year-round, 24-hour homeowner care.

The information in this document is indicative and is intended to act as a guide only as to the finished product. 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 Verdean is a marketing name and will not necessarily form part of the approved postal address. Applicants are advised to contact Mount Anvil and Catalyst part of the Peabody Group to ascertain the availability of any particular property. Your attention is drawn to the fact that in rare circumstances it may not be possible to obtain the exact products or materials referred to in the specification. Mount Anvil and Catalyst part of the Peabody Group reserve the right to alter, amend or update the specification, which may include changes in the colour, material or brand specified. In such cases, a similar alternative will be provided.

Mount Anvil and Catalyst part of the Peabody Group reserve the right (whether through the planning process or otherwise) to increase the height and/or elevation and/or massing or otherwise (including accommodation) of any block in the development. You'll be regarded, when making a reservation, as being aware and accepting this. This means you'll be expected to accept any consequential change in outlook or amenity because of such changes.

Computer-generated images and photography are indicative only and subject to change. Travel times are approximate and calculated via Google Maps, crossrail.co.uk and tfl.gov.uk.

Here everything *connects*

Lovingly crafted by

 **Mount Anvil,**
better London living


Part of the Peabody Group

In Partnership with

Royal
Botanic
Gardens **Kew**