

CAMDEN GOODS YARD

LONDON NW1

PRIMROSE HOUSE.





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NW1. YOUR LONDON.

A Place for All

The urban spirit of Camden Town,
the bohemian chic of Primrose Hill,
the airy green acres of Regent's Park;
all facets of NW1, brought together at
Primrose House at Camden Goods Yard.

It's your London, your heartland.



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Primrose House at Camden Goods Yard

St George is responsible for the transformation of 8 acres of land into Camden Goods Yard. Primrose House is the first release: a selection of beautifully appointed homes with interiors by world-renowned designer Tara Bernerd. Building on the dynamism of Camden Town, while embracing the sophistication of Primrose Hill and the tranquillity of Regent's Park. The result is an exciting new neighbourhood for living, working and enjoying time out.

With architecture of the highest standard, inviting public spaces and improved connections to the local and wider area;

Primrose House at Camden Goods Yard is playing a major role in NW1's future.



Travel and Connectivity

Primrose House at Camden Goods Yard is well connected, providing opportunities to enjoy the very best the capital has to offer.

The nearest tube station to Primrose House, Chalk Farm, is a 6-minute walk while Camden Town is only 9, both within Zone 2. Development at Euston will include the terminus for the new High Speed 2 rail link. King's Cross, St Pancras International and Euston stations provide excellent rail connections locally, nationally and internationally, as well as direct access to three of London's five airports.



Travel Times (minutes)

	Walking	Bike	Bus	Tube
Hampstead	34	12	9	8
Euston	27	12	10	10
King's Cross St Pancras International	30	12	14	10
Bank	75	25	35	18
Oxford Circus	48	18	18	20
Waterloo	70	24	34	24
Edgware Road	49	18	19	28
Paddington	55	20	22	33
Heathrow Airport (Terminal 5)	-	-	58	54

Travel times are approximate only. Source: Google Maps and Citymapper. Underground times calculated from Camden Town Station.



Map is for illustration purposes only and not to scale.



A DEVELOPMENT FIT FOR THE FUTURE.

With the expansion of the London-wide cycle network and the increase in pedestrianised areas across the city, walking and cycling are the quickest and most sustainable forms of transport whether meeting friends or travelling for work and play.



Active and Sustainable

Camden Goods Yard is the perfect place from which to explore London's hidden gems. Two underground stations less than a 10-minute walk away, dedicated cycle parking, TFL cycle hire points, electric car charging spaces, new and connective pedestrian walkways will all combine to offer residents easy, active and sustainable travel solutions and support a healthier, happier and cleaner environment.



Over 850 cycle parking spaces at Camden Goods Yard



6 minutes walk to Chalk Farm Station
9 minutes walk to Camden Town Station



Two Transport For London cycle hire points

3

Mainline stations:
St Pancras, King's Cross and Euston

ZONE 2

Location

7

Underground stations in the borough

NW1. YOUR NEIGHBOURHOOD.

Primrose House at Camden Goods Yard is well connected, providing opportunities to enjoy the very best the capital has to offer.



Primrose Hill

GREEN SPACES

Find Your Oasis in the City

By percentage, Camden is the second greenest borough in Central London with the famous Hampstead Heath to the North and both Regent's Park and Primrose Hill to the South of the borough.

College Gardens	5 mins	🚲
The Regent's Park	5 mins	🚲
Primrose Hill	6 mins	🚲
Hampstead Heath	8 mins	🚲

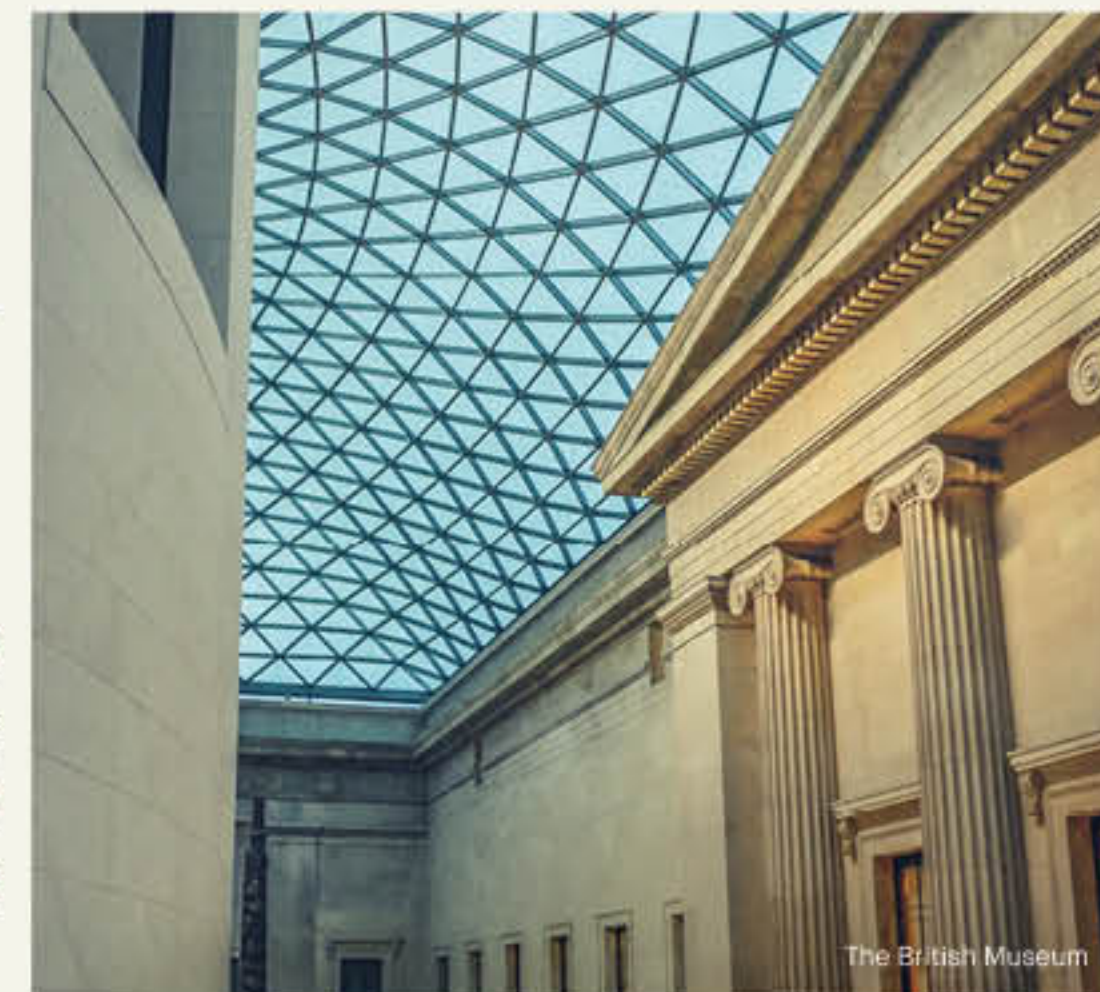
Lifestyle images are indicative only. Green spaces information source: Greenspace Information for Greater London CIC, 2022. Travel times are approximate only. Source: Google Maps.

CULTURE

Learn and Be Inspired

Camden has been ranked second in London's top ten boroughs for culture by the Greater London Assembly, recognising the areas high concentration of spaces dedicated to culture and leisure.

Camden Arts Centre	15 mins	🚲
Wellcome Collection	16 mins	🚲
Lisson Gallery	18 mins	🚲
British Museum	21 mins	🚲



The British Museum



The Roundhouse

ENTERTAINMENT

What's on in the Area

Drama, jazz, soul, spoken word and stand-up comedy all feature in Camden's lively entertainment scene.

Camden Assembly	2 mins	🚶
Roundhouse	3 mins	🚶
The Jazz Café	10 mins	🚶
Koko	18 mins	🚶

SHOPPING

Close to Home

There are many places to shop both locally and further afield from Primrose House. Camden Town is known for its markets and Primrose Hill its fashion boutiques and coffee shops.

Stables Market	3 mins	🚶
Primrose Hill	11 mins	🚶
Camden High Street	11 mins	🚶
Oxford Circus	20 mins	🚇



EATING OUT

Enjoy a Taste of Local

From fine dining to casual brunches, quiet and elegant to lively and musical; the local eateries cater for every occasion, serving food from many countries and cuisines.

Poppies	7 mins	🚶
Odette's	11 mins	🚶
Michael Nadra	11 mins	🚶
York & Albany	16 mins	🚶

EDUCATION

Primary Schools

Local to Primrose House there are excellent education opportunities, including Ofsted rated 'Excellent' primary schools.

Hawley Primary	8 mins	🚶
The Cavendish School	11 mins	🚶
Primrose Hill Primary	13 mins	🚶
North Bridge House	15 mins	🚶



Secondary Schools

NW1 boasts a wide and varied selection of secondary schools, from art schools to well-performing state and international schools and prestigious independent schools.

Maria Fidelis Catholic School	13 mins	🚲
Hampstead Fine Arts College	17 mins	🚶
The Camden School for Girls	20 mins	🚶
Harrow School	55 mins	🚇

Lifestyle images are indicative only. Travel times are approximate only. Source: Google Maps. Underground times calculated from Camden Town Station

Easy Access to London's Top Universities

From the renowned King's College London, to London School of Economics and Imperial College London; there are many of the world's top 50 universities within close proximity.

Regent's University	13 mins	🚲
Central Saint Martins	12 mins	🚲
University College London	9 mins	🚇
London School of Economics	22 mins	🚇



●
A Truly Exiting
Place to Live

Primrose House is the first release at Camden Goods Yard; choose from a superb range of Manhattan, one, two and three bedroom homes. Each have been designed to the exemplary standards of St George and have access to Camden Goods Yard's incredible range of residents' facilities.



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WHAT'S IN STORE.

Morrisons are creating a new 48,000 sq ft 'Urban' supermarket for Camden Goods Yard to provide a unique shopping experience to its customers. Within this new concept is a 'market kitchen', which they are developing to offer fresh hot and cold food to customers in-store.

GREEN SPACES

Approximately 40% of Camden Goods Yard will be dedicated to hard or soft landscaping including a hedge boundary, green and brown roofs and landscaped spaces to create a healthy and natural setting for residents and visitors.

To improve air quality and support biodiversity, over 240 new trees will be planted, of which 80% will be of a species native to the UK.

Play areas for children and peaceful seating set seamlessly amongst the landscaping, creates spaces for leisure and recreation within this vibrant environment.



Rooftop Farm-to-Fork Restaurant

The jewel in Market House will be Camden's first rooftop farm-to-fork restaurant, growing space and produce shop, a place to experience urban agriculture and mix great food with scenic views.

The 11,000 sq ft greenhouse style structure with an al-fresco dining terrace will be perfect for sunny lunches, intimate dinners and drinks whilst celebrating locally grown produce and promoting zero-waste cookery.



Work-to-Live

From global giants to small startups, NW1 is fast becoming the destination of choice for business owners. Camden Goods Yard's contribution to the growth of business in the area will be the provision of 173,000 sq ft of commercial space including office and affordable workspace, retail and stylish workshops set within the historic railway arches.



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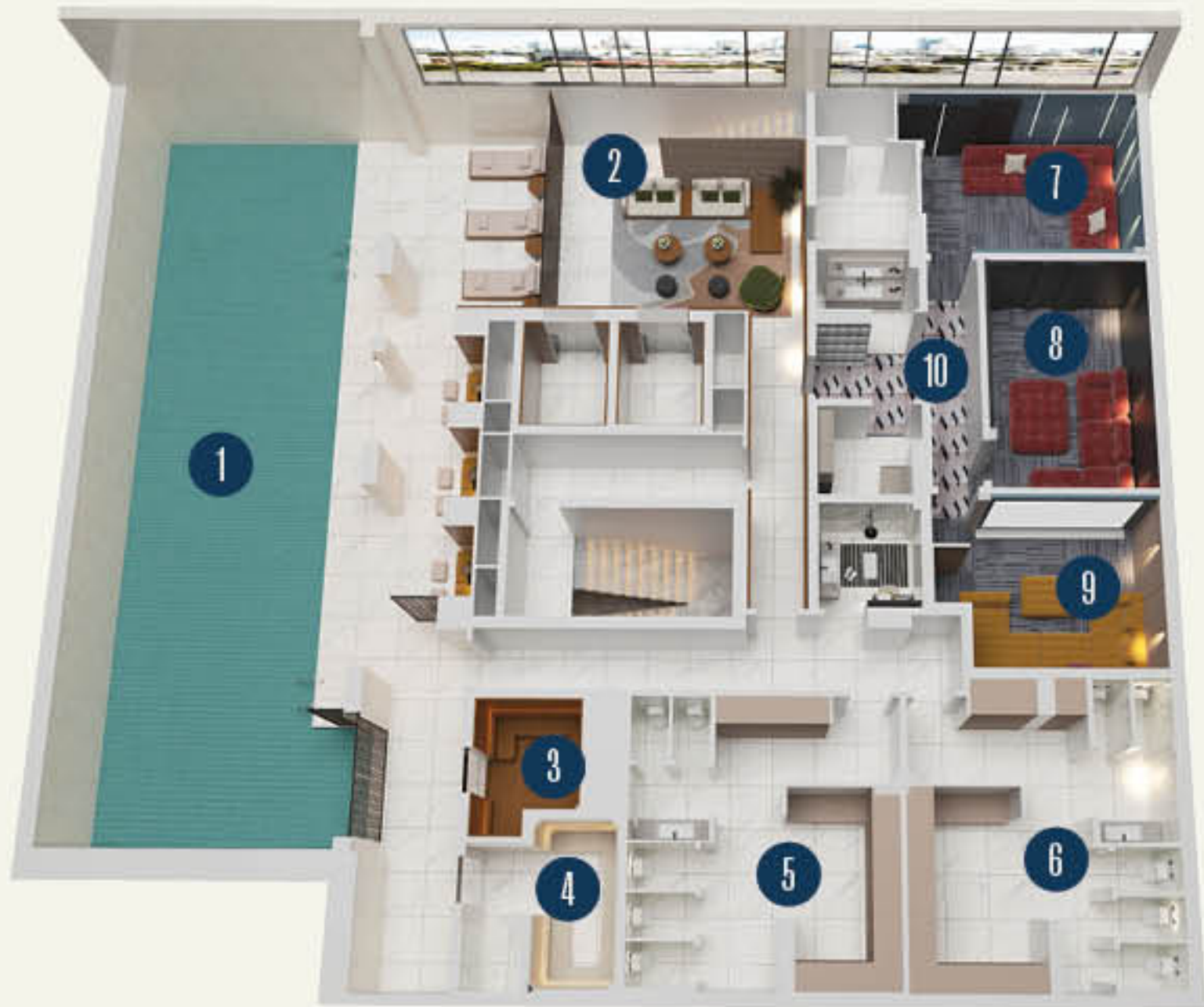
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THE REGENCY CLUB.

Fitness and Relaxation

Entry to Primrose House is through the impressive glass-fronted foyer. Beyond it, there is an equally impressive range of residents' facilities. A wellness suite with indoor swimming pool, sauna and steam room; a residents lounge and business centre, gym with panoramic views and three luxurious screening rooms.

YOUR FACILITIES.



Key

- | | |
|----------------------|------------------------------|
| 1 Swimming Pool | 6 Female Changing Room |
| 2 Pool Lobby | 7 The Rex Screening Room |
| 3 Sauna | 8 The Empire Screening Room |
| 4 Steam Room | 9 The Odyssey Screening Room |
| 5 Male Changing Room | 10 Screening Room Lobby |



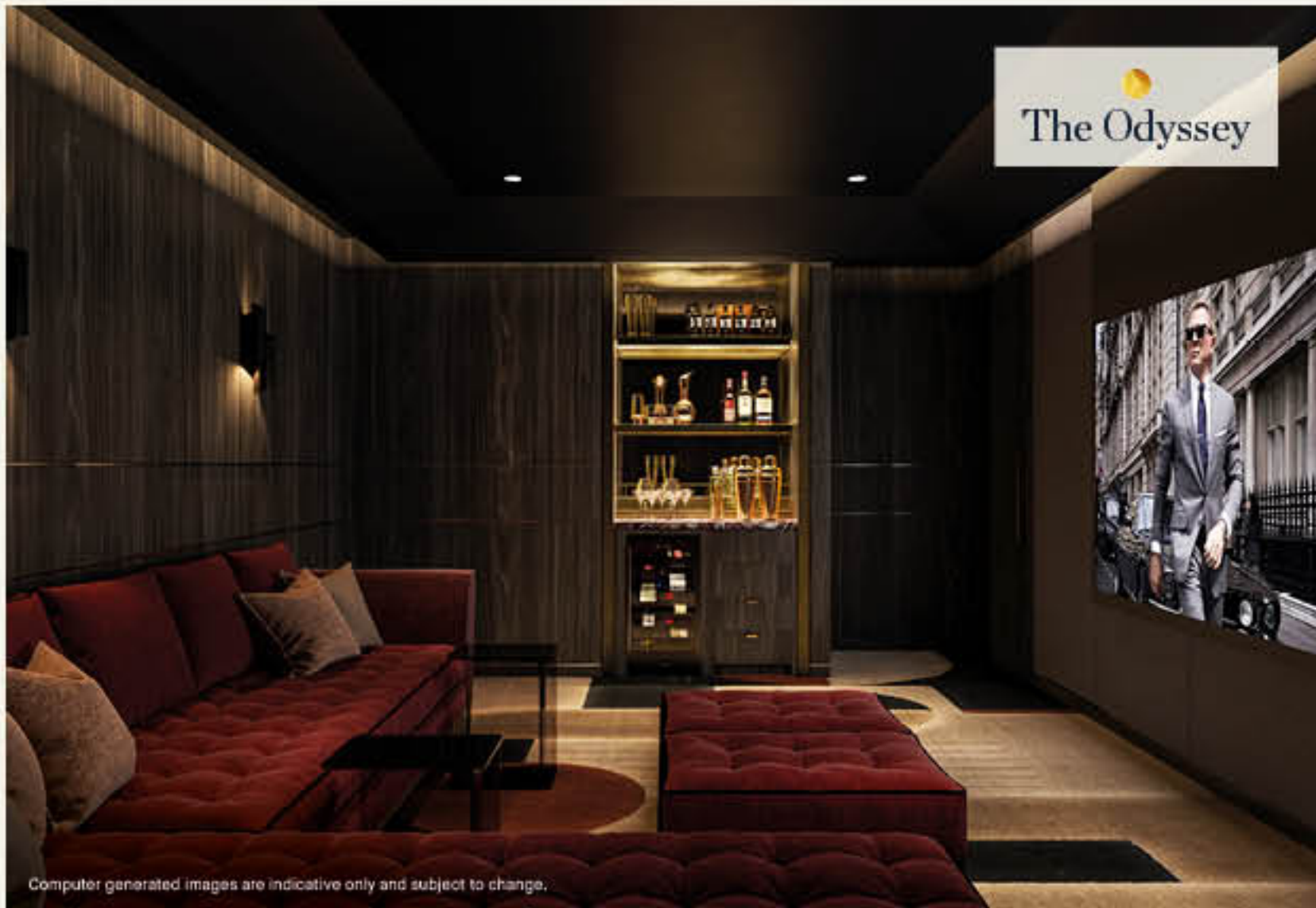
SWIMMING POOL.

Immerse yourself in the 18 metre pool, perfect for both relaxation and exercise. The adjoining spa with steam room and sauna provides you with a peaceful space to focus on health and wellbeing.

THREE LUXURIOUS SCREENING ROOMS.

Enjoy an intimate movie experience at one of The Regency Club's three stylish screening rooms. For your viewing comfort each uniquely designed screening room comes equipped with luxurious seating, a bar and state-of-the-art sound and vision technology.

The Rex

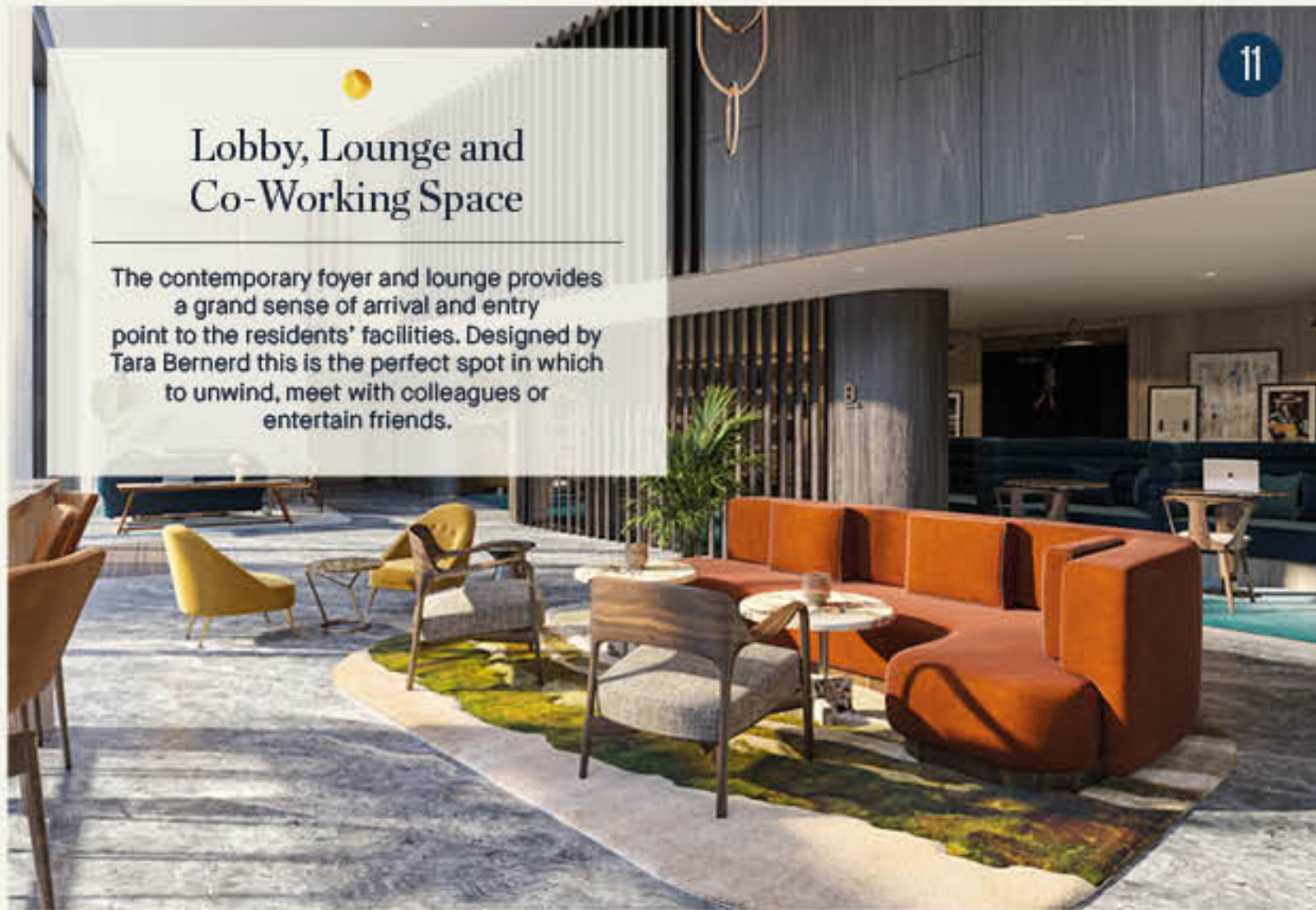


The Odyssey

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The Empire





Key

- 11** Residents' Lobby
- 12** Residents' Lounge and Co-working Space
- 13** Residents' Lobby



GYMNASIUM.

Achieve your fitness goals the right way in the state-of-the-art gym, located on the first floor. An expansive, light filled space featuring the latest technology and enviable city views.



Key

- 14 Gymnasium
- 15 Fitness Studio



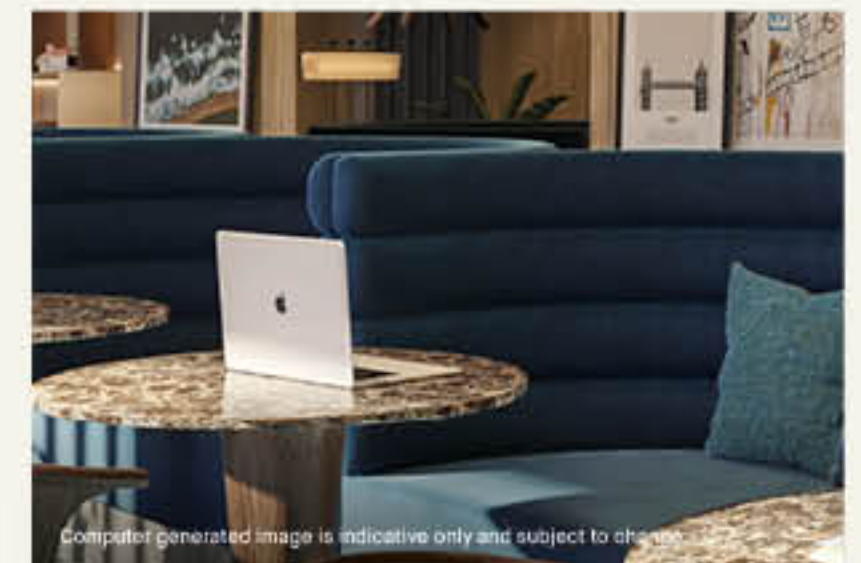


Lifestyle image is indicative only.

BUSINESS CENTRE.

Your Office at Primrose House

Choose between working in your stylish home or the residents' lounge with ultra high speed Wi-Fi.



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TARA BERNERD.

Internationally Renowned Designer

Tara Bernerd is the founder of the interior architectural practice: Tara Bernerd & Partners. Based in London's Belgravia, the practice works globally and prides itself on its intelligent approach to interior design and space-planning.

Though each project is unique, Tara Bernerd & Partners' handsome signature style is one of approachable luxury with a masculine edge, leaving each space with an ultimately timeless elegance.

Bernerd and her team strive to create a feeling of authenticity within each property by establishing a distinct design DNA that is true to both the location and the people who will make it their home. Whether in a hotel lobby, a restaurant or a private residence; the team seeks to create meaning and connection through a distinct sense of place. Tara Bernerd & Partners' projects span the globe with work in New York, Miami, Los Angeles, London, Hong Kong and beyond.



THE RESIDENCES.

Homes Designed for Easy Living

Primrose House offers a choice of Manhattan, one, two and three bedroom apartments, arranged over fifteen storeys in a way that maximises space and light.

Each home is perfectly formed for modern day living and features flexible, open plan spaces with a balcony, spacious bedrooms and industrial chic kitchens and bathrooms.



Sumptuous Textures

Free-flowing timber flooring seamlessly connects the reception and dining space with the kitchen, where natural tones and brass accents provide the ideal backdrop for everyday living and entertaining friends.



Natural Light

Floor-to-ceiling windows allow natural light to flood into the living spaces and provide direct access to a flat roof balcony, the perfect place to relax and enjoy the view year-round.



Beautiful Kitchens

The stylish yet functional kitchens take inspiration from the industrial history of the surrounding area. Natural wood and colour-coded cabinets are set against luxury stone worktops and accented with brushed brassware.

Sustainable Living

Each home has been designed with comfort in mind and sustainability at heart.

-  Fitted recycling bin
-  Efficient kitchen appliances
-  Low energy lighting
-  Water-saving taps and showerheads
-  Dual flush WCs
-  All timber responsibly sourced and FSC certified
-  All tiles and stone responsibly sourced with a chain of custody
-  Mechanical ventilation system with heat recovery
-  Smart meter and energy display device



Simple, Timeless Design

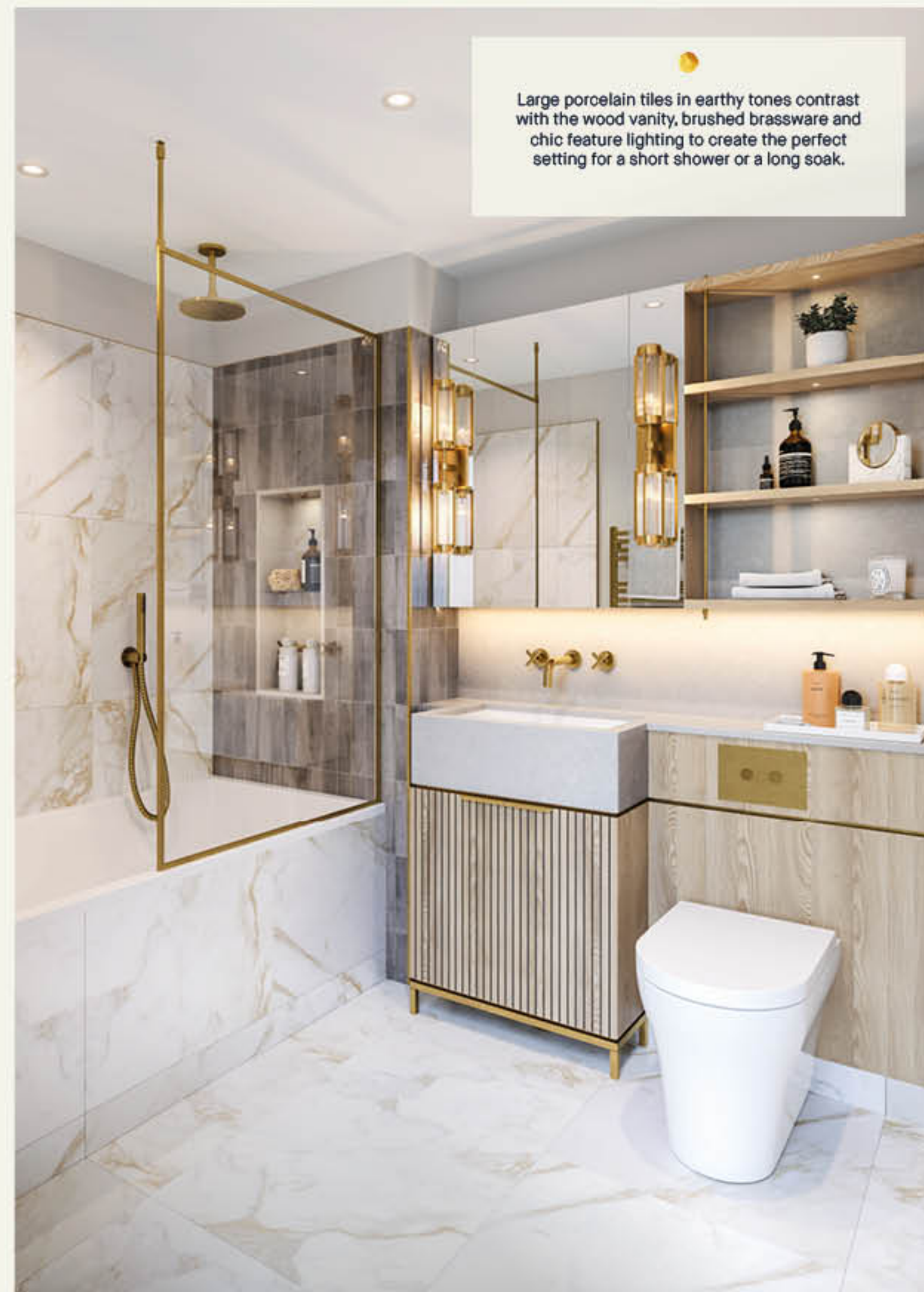
The bedrooms have been designed to minimise noise for quality sleep and include soft carpet underfoot, fully integrated wardrobes and large windows to embrace the natural light.



Cleanse and Rejuvenate

The bathrooms feature built in shelving, a mirrored cabinet and custom designed vanity unit to ensure pride of place for all of life's essential and luxuries.

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Large porcelain tiles in earthy tones contrast with the wood vanity, brushed brassware and chic feature lighting to create the perfect setting for a short shower or a long soak.



HOME SPECIFICATIONS.

Impeccable Style and Refinement

St George's architectural vision and the creative excellence of designer Tara Bernard have come together harmoniously to create a carefully curated collection of homes that are adaptable, rich in detail and finished to a superior standard.

Engineered timber flooring, comfort cooling, custom designed kitchens with integrated appliances and bespoke built-in storage, luxury sanitary ware in the bathrooms and ensuites are just some of the notable inclusions.

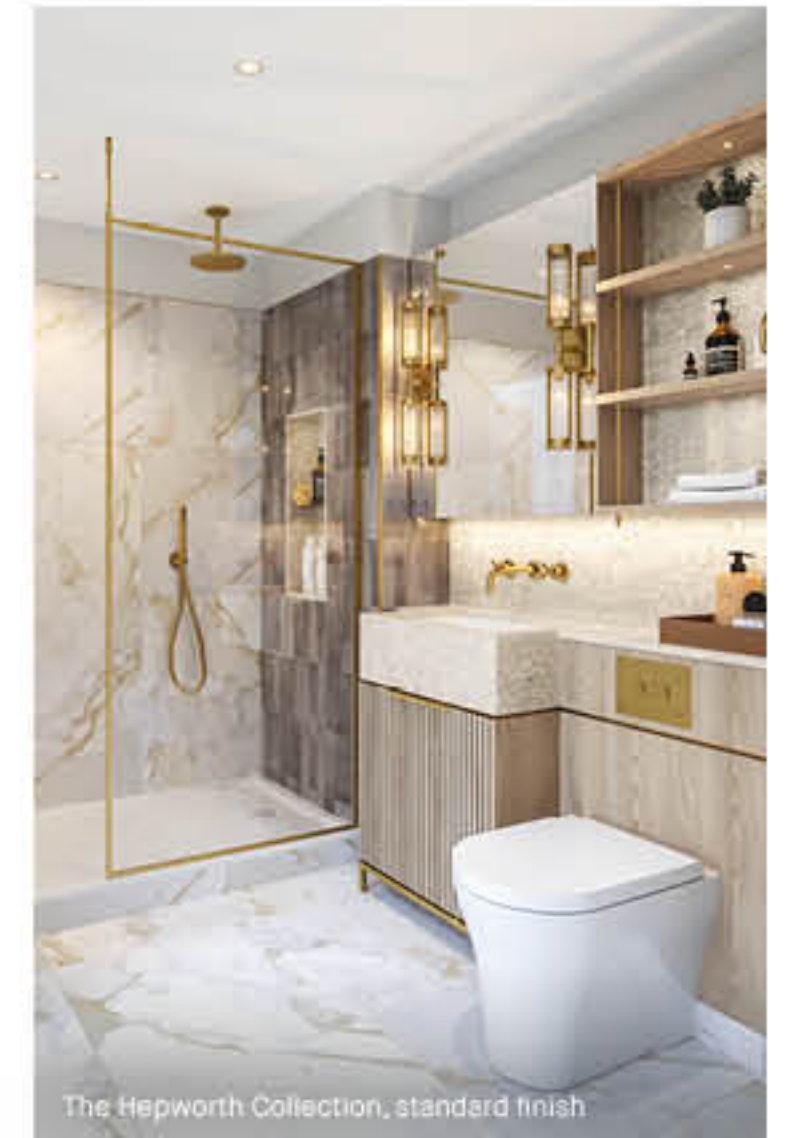
The Hockney Collection

Rich, dark hues provide a bold statement across floors and cabinets with stone worktops and luxury sanitary ware. Inspired by the local area this palette gives a feeling of modern sophistication with an industrial twist.



The Hepworth Collection

A light, bright palette with clean contemporary lines and natural tones. This palette takes inspiration from the neighbouring Regent's Park and Primrose Hill giving a calm, luxury feel to the space.



HOME FINISHES.

Choice is Everything

At Primrose House you can choose between two colour palettes inspired by the history and typology of the local area. The options apply to flooring, tiling, kitchen cabinets and bathroom furniture.



Live Well

Energy efficient heating, comfort cooling and mechanical ventilation ensures a warm, comfortable and condensation free home, all year round.



Attention to Detail

Storage details such as our in-built media storage hub, utility cupboard and fitted wardrobes ensure that all life's must haves can be carefully concealed away.



General Specification

- Carpets to bedrooms
- Underfloor heating
- Engineered timber flooring
- Comfort cooling
- Ensuites provided in all multiple bedroom homes
- Fitted wardrobes with shelving and lighting provided to bedroom one and two
- Two palettes – 'Hockney' and 'Hepworth'
- Utility cupboard with washer/dryer
- Ten year warranty from date of legal completion
- Two year St George warranty
- 999 year lease from 2023

Kitchen

- Custom designed fully integrated kitchen
- Reconstituted stone worktops and tiled splashback**
- Feature one and a half sink
- Integrated oven, microwave, induction hob and warming drawer*
- Integrated fridge/freezer
- Integrated wine cooler
- Integrated dishwasher
- Integrated extractor
- Feature shelving
- Feature lighting

Bathrooms

- WC and basin with bath and/or shower
- Electric heated towel rail
- Ceramic and porcelain floor and wall tiles
- Fixed shower head and hand-held shower to shower enclosure
- WC with soft-close seat
- Reconstituted stone vanity top and splashback
- Feature shelving
- Feature wall lighting
- Custom designed vanity unit
- Brushed brassware

Lighting & Electrical

- LED spotlights throughout
- Feature lighting to the kitchen, bathroom and wardrobe
- Brushed brass electrical switch plates

*Warming drawer to 2 and 3 bedroom homes. **Stone splashback to premier homes.

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. St George PLC reserves 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. St George PLC reserves the right to make these changes as required. A number of choices and options are available to personalise your home. Choices and options are subject to time frames, availability and change.



Security & External

- Video entry phone system
- Smoke detectors to hallway and common areas
- Multi-point high security door locking system to entrance door
- CCTV security system to entrance lobby and site-wide development
- Sprinkler system to all apartments

Residents' Facilities

- Exclusive access to The Regency Club wellness centre with swimming pool, sauna, steam room and gym
- Residents' lounge and business centre
- Three screening rooms
- 24-hour concierge
- Interior designed entrance lobbies, lifts and corridors
- Landscaped public piazzas and courtyards including rooftop greenery and orchard spaces

Sustainability

- Mechanical ventilation system
- Air source heat pumps
- Energy efficient LED lighting throughout
- Site-wide low temperature hot water system
- Secure cycle storage facility available
- High performance doors and windows

ENSURING SUSTAINABILITY AT CAMDEN GOODS YARD.

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.



Energy Efficiency

Efficient use of electricity 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 and air tightness, and have been fitted with energy efficient heat pumps and mechanical ventilation units with heat recovery (MVHR). All lighting is low energy and kitchen appliances are selected with energy efficiency in mind.



Nature and Biodiversity

Parkland, trees, flowers, green roofs, 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 Camden Goods Yard, we have created a variety of landscaped spaces including children's play areas and community growing gardens help to encourage health, wellbeing, learning and development for residents and visitors alike. Environmentally, these spaces have been designed to improve air quality and manage heat gain and water consumption.

Stewardship



Maintaining our communal open spaces and facilities in perpetuity is an important benefit to the whole community. We work with managing agents 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.



Sustainable Transport



We provide secure cycle parking and pedestrian walkways to encourage a healthier lifestyle, while promoting a cleaner air environment around the development and the wider area. In addition, Camden Goods Yard is very well connected with Chalk Farm Station and Camden Town Station (Northern Line, Zone 2) less than 10 minutes' walk away allowing you to travel around the capital with ease.



Clean Air

It is hard to avoid polluted air, particularly in our cities. Throughout Primrose House at Camden Goods Yard 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.



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 or comfort. We also suggest simple steps to reduce water consumption, such as not leaving taps running unnecessarily.

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.

Recycled and Carefully Sourced Materials



From the 100% recycled carpet to the responsibly sourced and FSC certified use of wood products, we ensure the materials we use come through a responsible and constructive supply chain that is both sustainable and ethical.

OUR VISION
2030
TRANSFORMING TOMORROW

Our vision is to be a world-class business, trusted to transform the most challenging sites into exceptional places and to maximise our positive impact on society, the economy and the natural world.



THE FLOORPLANS.

Homes Designed for Everyday Living

Each home at Primrose House has been meticulously designed and spatially planned, with comfort and modern day living in mind. A diverse selection of layouts ensure there is a home to suit everyone, everyday.

HOME FINDER.



North West elevation

Manhattan

Home	Floor	Sq m	Sq ft
56	2	42.1	453.3
57	2	42.1	453.3
62	3	42.1	453.3
63	3	42.1	453.3
68	4	42.1	453.3
69	4	42.1	453.3
74	5	42.1	453.3
75	5	42.1	453.3
80	6	42.1	453.3
81	6	42.1	453.3
86	7	42.1	453.3
87	7	42.1	453.3
92	8	42.1	453.3
93	8	42.1	453.3
98	9	42.1	453.3
99	9	42.1	453.3
104	10	42.1	453.3
105	10	42.1	453.3

One Bedroom

Home	Floor	Sq m	Sq ft
1	2	52.4	564.0
4	2	52.4	564.0
55	2	50.9	547.9
58	2	50.9	547.9
5	3	52.4	564.0
8	3	52.4	564.0
61	3	50.9	547.9
64	3	50.9	547.9
9	4	52.4	564.0
12	4	52.4	564.0
67	4	50.9	547.9
70	4	50.9	547.9
13	5	52.4	564.0
16	5	52.4	564.0
73	5	50.9	547.9
76	5	50.9	547.9
17	6	52.4	564.0
20	6	52.4	564.0
79	6	50.9	547.9
82	6	50.9	547.9
21	7	52.4	564.0
24	7	52.4	564.0
85	7	50.9	547.9
88	7	50.9	547.9
25	8	52.4	564.0
28	8	52.4	564.0
91	8	50.9	547.9
94	8	50.9	547.9
29	9	52.4	564.0
32	9	52.4	564.0
97	9	50.9	547.9
100	9	50.9	547.9
33	10	52.4	564.0
36	10	52.4	564.0
103	10	50.9	547.9
106	10	50.9	547.9
37	11	52.4	564.0
40	11	52.4	564.0
41	12	52.4	564.0
44	12	52.4	564.0
45	13	52.4	564.0
48	13	52.4	564.0
49	14	52.4	564.0
52	14	52.4	564.0

Two Bedroom

Home	Floor	Sq m	Sq ft
2	2	82.0	882.6
3	2	82.0	882.6
6	3	82.0	882.6
7	3	82.0	882.6
10	4	82.0	882.6
11	4	82.0	882.6
14	5	82.0	882.6
15	5	82.0	882.6
18	6	82.0	882.6
19	6	82.0	882.6
22	7	82.0	882.6
23	7	82.0	882.6
26	8	82.0	882.6
27	8	82.0	882.6
30	9	82.0	882.6
31	9	82.0	882.6
34	10	82.0	882.6
35	10	82.0	882.6
38	11	82.0	882.6
39	11	82.0	882.6
42	12	82.0	882.6
43	12	82.0	882.6
46	13	82.0	882.6
47	13	82.0	882.6
50	14	82.0	882.6
51	14	82.0	882.6

Three Bedroom

Home	Floor	Sq m	Sq ft
53	2	95.9	1032.2
54	2	93.9	1010.7
59	3	95.9	1032.2
60	3	93.9	1010.7
65	4	95.9	1032.2
66	4	93.9	1010.7
71	5	95.9	1032.2
72	5	93.9	1010.7
77	6	95.9	1032.2
78	6	93.9	1010.7
83	7	95.9	1032.2
84	7	93.9	1010.7
89	8	95.9	1032.2
90	8	93.9	1010.7
95	9	95.9	1032.2
96	9	93.9	1010.7
101	10	95.9	1032.2
102	10	93.9	1010.7
107	11	95.9	1032.2
108	11	93.9	1010.7
109	11	96.0	1033.3
110	11	96.0	1033.3

MANHATTAN HOME.

Homes	57	63	69	75	81	87	93	99	105
Floors	2	3	4	5	6	7	8	9	10

SOUTH WEST ELEVATION



FLOOR 2 SHOWN



Total internal area	42.1 sq m	453.3 sq ft
Living / Dining	3.40m x 3.44m	11'2" x 11'3"
Kitchen	2.89m x 2.09m	9'6" x 6'10"
Bedroom	3.04m x 2.18m	10'0" x 7'2"

Key

↔ Measurement Points	← TV Aerial Point	W Wardrobe
MC Microwave	U Utility Cupboard	FF Fridge/Freezer
OV Oven	WF Wine Fridge	DW Dishwasher
M Media Storage Hub	PS Privacy Screen	WD Washer Dryer

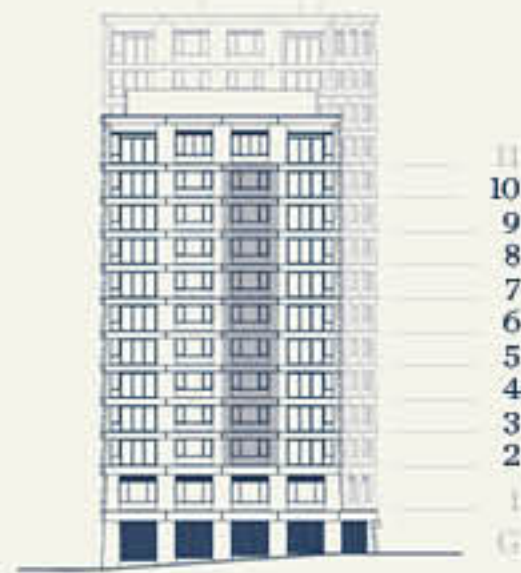


Floorplans shown are approximate measurements and areas only. Exact layout, sizes, measurements and areas may vary within a tolerance of 5%. The net sales area is based on the RICS standard method of measurement and is the internal area of the home including internal columns and service boxing. The dimensions and areas are not intended to be used for carpet sizes, appliance sizes or items of furniture. Furniture and kitchen layouts are indicative only. Colours are indicative only and may vary depending on the customer palette selection. Electrical positions shown are indicative only. Views are indicative only. Landscaping on balconies and terraces is indicative only. Please note, to increase legibility these plans have been sized to fit the page. As a result this plan may not be at the same scale as those on other pages.

MANHATTAN HOME.

Homes	56	62	68	74	80	86	92	98	104
Floors	2	3	4	5	6	7	8	9	10

SOUTH WEST ELEVATION



FLOOR 2 SHOWN



Total internal area	42.1 sq m	453.3 sq ft
Living / Dining	3.40m x 3.44m	11'2" x 11'3"
Kitchen	2.89m x 2.09m	9'6" x 6'10"
Bedroom	3.04m x 2.18m	10'0" x 7'2"

Key

↔ Measurement Points	↖ TV Aerial Point	W Wardrobe
MC Microwave	U Utility Cupboard	FF Fridge/Freezer
OV Oven	WF Wine Fridge	DW Dishwasher
M Media Storage Hub	PS Privacy Screen	WD Washer Dryer



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ONE BEDROOM HOME.

Homes	58	64	70	76	82	88	94	100	106
Floors	2	3	4	5	6	7	8	9	10

NORTH WEST ELEVATION



FLOOR 2 SHOWN



Total internal area	50.9 sq m	547.9 sq ft
Total exterior area	6.7 sq m	72.1 sq ft
Living / Dining	3.51m x 4.36m	11'6" x 14'4"
Kitchen	1.92m x 3.08m	6'4" x 10'1"
Bedroom	3.32m x 2.98m	10'11" x 9'9"

Key

↔ Measurement Points	← TV Aerial Point	W Wardrobe
C Cupboard	U Utility Cupboard	FF Fridge/Freezer
MC Microwave	WF Wine Fridge	DW Dishwasher
OV Oven	WD Washer Dryer	M Media Storage Hub



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ONE BEDROOM HOME.

Homes	55	61	67	73	79	85	91	97	103
Floors	2	3	4	5	6	7	8	9	10

SOUTH EAST ELEVATION



FLOOR 2 SHOWN



Total internal area	50.9 sq m	547.9 sq ft
Total exterior area	6.7 sq m	72.1 sq ft
Living / Dining	3.51m x 4.36m	11'6" x 14'4"
Kitchen	1.92m x 3.08m	6'4" x 10'1"
Bedroom	3.32m x 2.98m	10'11" x 9'9"

Key

↔ Measurement Points	— TV Aerial Point	W Wardrobe
C Cupboard	U Utility Cupboard	FF Fridge/Freezer
MC Microwave	WF Wine Fridge	DW Dishwasher
OV Oven	WD Washer Dryer	M Media Storage Hub



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ONE BEDROOM HOME.

Homes	1	5	9	13	17	21	25	29	33	37	41	45	49
Floors	2	3	4	5	6	7	8	9	10	11	12	13	14



Total internal area	52.4 sq m	564.0 sq ft
Total exterior area	6.6 sq m	71.0 sq ft
Living	4.92m x 2.66m	16'2" x 8'9"
Kitchen / Dining	4.92m x 2.89m	16'2" x 9'6"
Bedroom	2.95m x 3.44m	9'8" x 11'3"

Key		
↔ Measurement Points	← TV Aerial Point	W Wardrobe
C Cupboard	U Utility Cupboard	FF Fridge/Freezer
MC Microwave	WF Wine Fridge	DW Dishwasher
OV Oven	WD Washer Dryer	M Media Storage Hub



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ONE BEDROOM HOME.

Homes	4	8	12	16	20	24	28	32	36	40	44	48	52
Floors	2	3	4	5	6	7	8	9	10	11	12	13	14

SOUTH EAST ELEVATION



FLOOR 12 SHOWN



Total internal area	52.4 sq m	564.0 sq ft
Total exterior area	6.6 sq m	71.0 sq ft
Living	4.92m x 2.66m	16'2" x 8'9"
Kitchen / Dining	4.92m x 2.89m	16'2" x 9'6"
Bedroom 1	2.95m x 3.44m	9'8" x 11'3"

Key

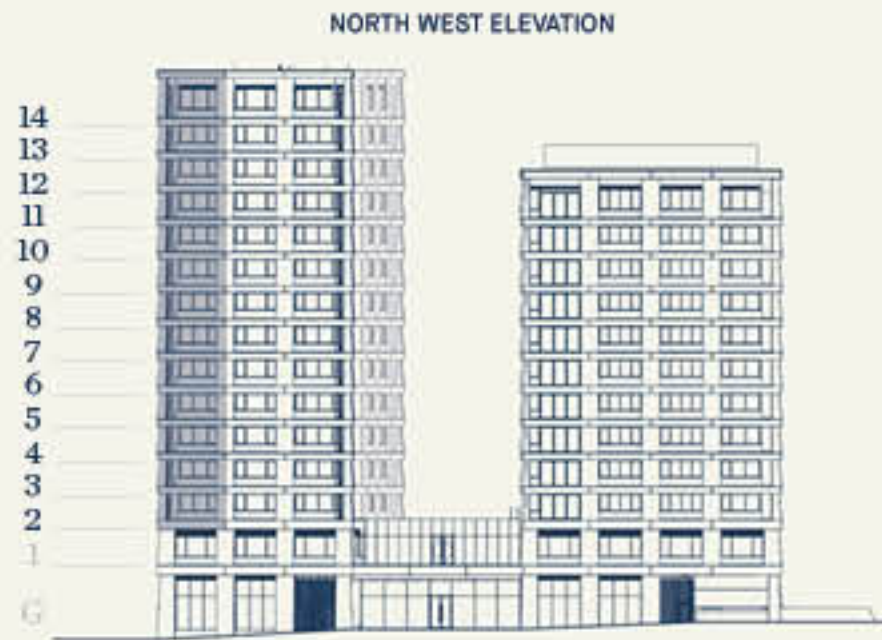
↔ Measurement Points	← TV Aerial Point	W Wardrobe
C Cupboard	U Utility Cupboard	FF Fridge/Freezer
MC Microwave	WF Wine Fridge	DW Dishwasher
OV Oven	WD Washer Dryer	M Media Storage Hub



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TWO BEDROOM HOME.

Homes	2	6	10	14	18	22	26	30	34	38	42	46	50
Floors	2	3	4	5	6	7	8	9	10	11	12	13	14



Total internal area	82.0 sq m	882.6 sq ft
Total exterior area	6.7 sq m	72.1 sq ft
Living / Dining	4.99m x 4.31m	16'4" x 14'2"
Kitchen	3.3m x 2.03m	10'10" x 6'8"
Bedroom 1	2.87m x 3.83m	9'5" x 12'7"
Bedroom 2	4.16m x 2.85m	13'8" x 9'4"

Key		
↔ Measurement Points	— TV Aerial Point	W Wardrobe
C Cupboard	U Utility Cupboard	FF Fridge/Freezer
MC Microwave	WF Wine Fridge	DW Dishwasher
OV Oven	WD Washer Dryer	M Media Storage Hub



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TWO BEDROOM HOME.

Homes	3	7	11	15	19	23	27	31	35	39	43	47	51
Floors	2	3	4	5	6	7	8	9	10	11	12	13	14

SOUTH EAST ELEVATION



FLOOR 12 SHOWN



Total internal area	82.0 sq m	882.6 sq ft
Total exterior area	6.6 sq m	72.1 sq ft
Living / Dining	4.99m x 4.31m	16'4" x 14'2"
Kitchen	3.3m x 2.03m	10'10" x 6'8"
Bedroom 1	2.87m x 3.83m	9'5" x 12'7"
Bedroom 2	4.16m x 2.85m	13'8" x 9'4"

Key

↔ Measurement Points	— TV Aerial Point	W Wardrobe
C Cupboard	U Utility Cupboard	FF Fridge/Freezer
MC Microwave	WF Wine Fridge	DW Dishwasher
OV Oven	WD Washer Dryer	M Media Storage Hub



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THREE BEDROOM HOME.

Homes	54	60	66	72	78	84	90	96	102	108
Floors	2	3	4	5	6	7	8	9	10	11



Total internal area	93.9 sq m	1010.7 sq ft
Total exterior area	7.4 sq m	79.7 sq ft
Living	5.13m x 3.20m	16'10" x 10'6"
Kitchen / Dining	6.70m x 2.32m	22'0" x 7'7"
Bedroom 1	3.20m x 3.00m	10'6" x 9'10"
Bedroom 2	3.41m x 3.37m	11'2" x 11'1"
Bedroom 3	3.30m x 3.25m	10'10" x 10'8"

Key		
↔ Measurement Points	← TV Aerial Point	W Wardrobe
C Cupboard	U Utility Cupboard	FF Fridge/Freezer
MC Microwave	WF Wine Fridge	DW Dishwasher
OV Oven	WD Washer Dryer	M Media Storage Hub
SW Space for Wardrobe		



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THREE BEDROOM HOME.

Homes	53	59	65	71	77	83	89	95	101	107
Floors	2	3	4	5	6	7	8	9	10	11



Total internal area	95.9 sq m	1032.2 sq ft
Total exterior area	7.4 sq m	79.7 sq ft
Living	5.13m x 3.20m	16'10" x 10'6"
Kitchen / Dining	6.65m x 2.32m	22'0" x 7'7"
Bedroom 1	3.20m x 2.95m	10'6" x 9'8"
Bedroom 2	4.46m x 3.37m	14'8" x 11'1"
Bedroom 3	3.30m x 3.24m	10'10" x 10'7"

Key		
↔ Measurement Points	— TV Aerial Point	W Wardrobe
C Cupboard	U Utility Cupboard	FF Fridge/Freezer
MC Microwave	WF Wine Fridge	DW Dishwasher
OV Oven	WD Washer Dryer	M Media Storage Hub
SW Space for Wardrobe		



*Boxing on Floor 2 only

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THREE BEDROOM HOME.

Home	110
Floor	11

NORTH WEST ELEVATION



FLOOR 11 SHOWN



11
10
9
8
7
6
5
4
3
2
1
G

Total internal area	96.0 sq m	1033.3 sq ft
Total exterior area	6.7 sq m	72.1 sq ft
Living / Dining	3.78m x 4.76m	12'5" x 15'7"
Kitchen	2.39m x 4.36m	7'10" x 14'4"
Bedroom 1	3.21m x 3.00m	10'7" x 9'10"
Bedroom 2	3.34m x 3.34m	10'11" x 10'11"
Bedroom 3 / Study	3.90m x 2.18m	12'9" x 7'2"

Key

↔ Measurement Points	← TV Aerial Point	W Wardrobe
C Cupboard	U Utility Cupboard	FF Fridge/Freezer
MC Microwave	WF Wine Fridge	DW Dishwasher
OV Oven	WD Washer Dryer	M Media Storage Hub
SW Space for Wardrobe		



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THREE BEDROOM HOME.

Home	109
Floor	11

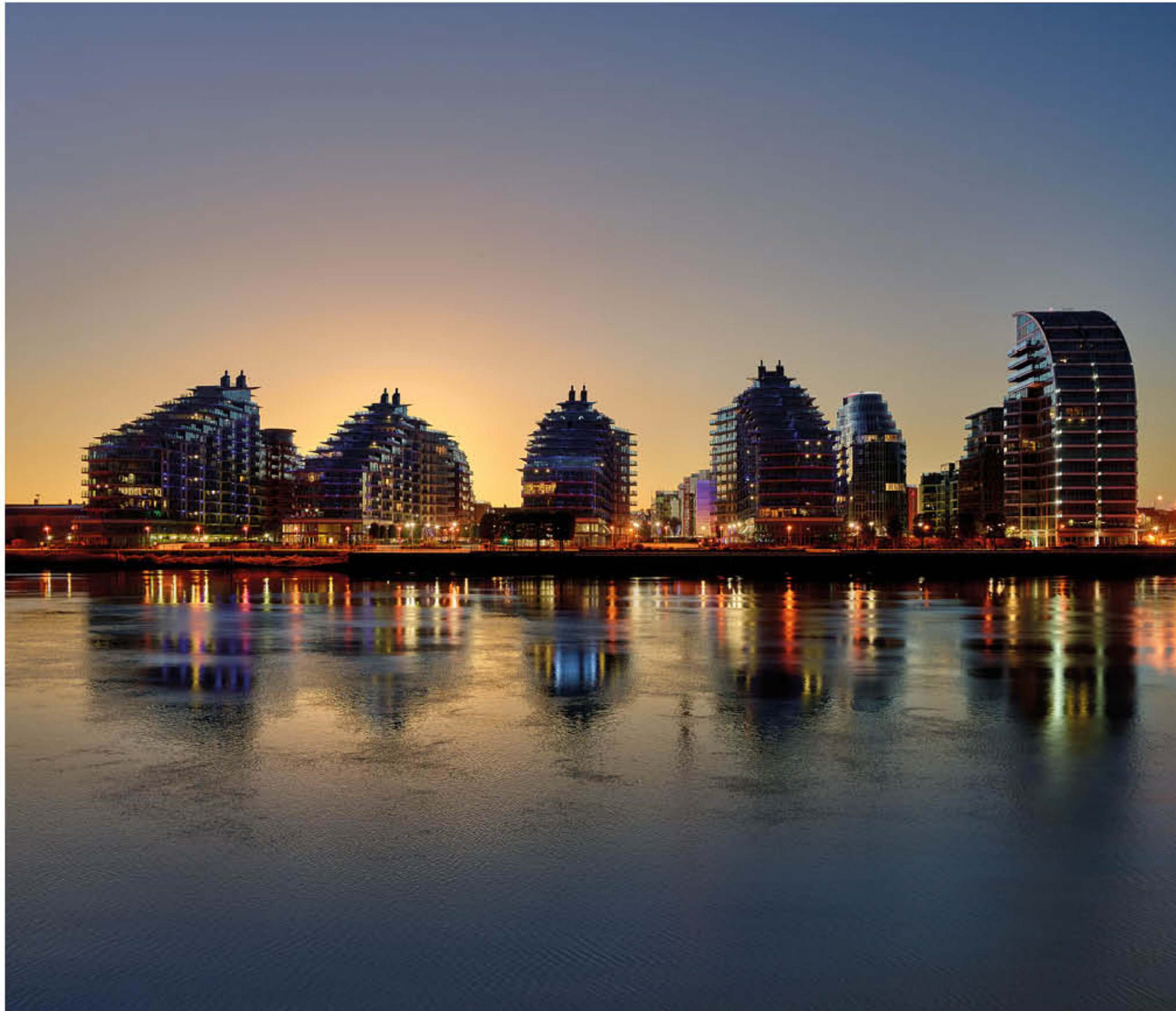


Total internal area	96.0 sq m	1033.3 sq ft
Total exterior area	6.7 sq m	72.1 sq ft
Living / Dining	3.78m x 4.76m	12'5" x 15'7"
Kitchen	2.39m x 4.36m	7'10" x 14'4"
Bedroom 1	3.21m x 3.00m	10'7" x 9'10"
Bedroom 2	3.34m x 3.34m	10'11" x 10'11"
Bedroom 3 / Study	3.9m x 2.18m	12'9" x 7'2"

Key		
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C Cupboard	U Utility Cupboard	FF Fridge/Freezer
MC Microwave	WF Wine Fridge	DW Dishwasher
OV Oven	WD Washer Dryer	M Media Storage Hub
SW Space for Wardrobe		



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ACCOLADES.

The Berkeley Group continues to strive to be the best at what they do, and have received many awards for design, construction and health and safety. Through the Berkeley Foundation, the Berkeley Group help people reach their potential through apprenticeships and training, and other programs supported by the Berkeley Foundation.



Award-winning Service

Our customers remain very positive about the standard and finish of our work, and in feedback and surveys, 98% say they would recommend us to a friend. You can be assured that our attention to detail and quality will remain as high as ever across every one of our sites.

We are honoured to have won awards in the following key areas of our business:

- | | |
|--------------------------|-----------------------------------|
| Customer Service | Business Practice |
| Landscape Design | Interior Design |
| Architecture | Overall Development Design |
| Health and Safety | Construction |
| Sustainability | Land and Planning |

We have also received the Queen's Award for Enterprise twice (in 2008 and 2014), a significant business accolade and one of which we are extremely proud.



DESIGNED FOR LIFE.



At the Berkeley Group, 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. 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 Group 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, the countryside to the coast – we build in locations, sizes and types, our customers love. 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 Group 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 Group 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 the Berkeley Group, 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.



Proud members of the Berkeley Group

Berkeley
Designed for life

St Edward
Designed for life

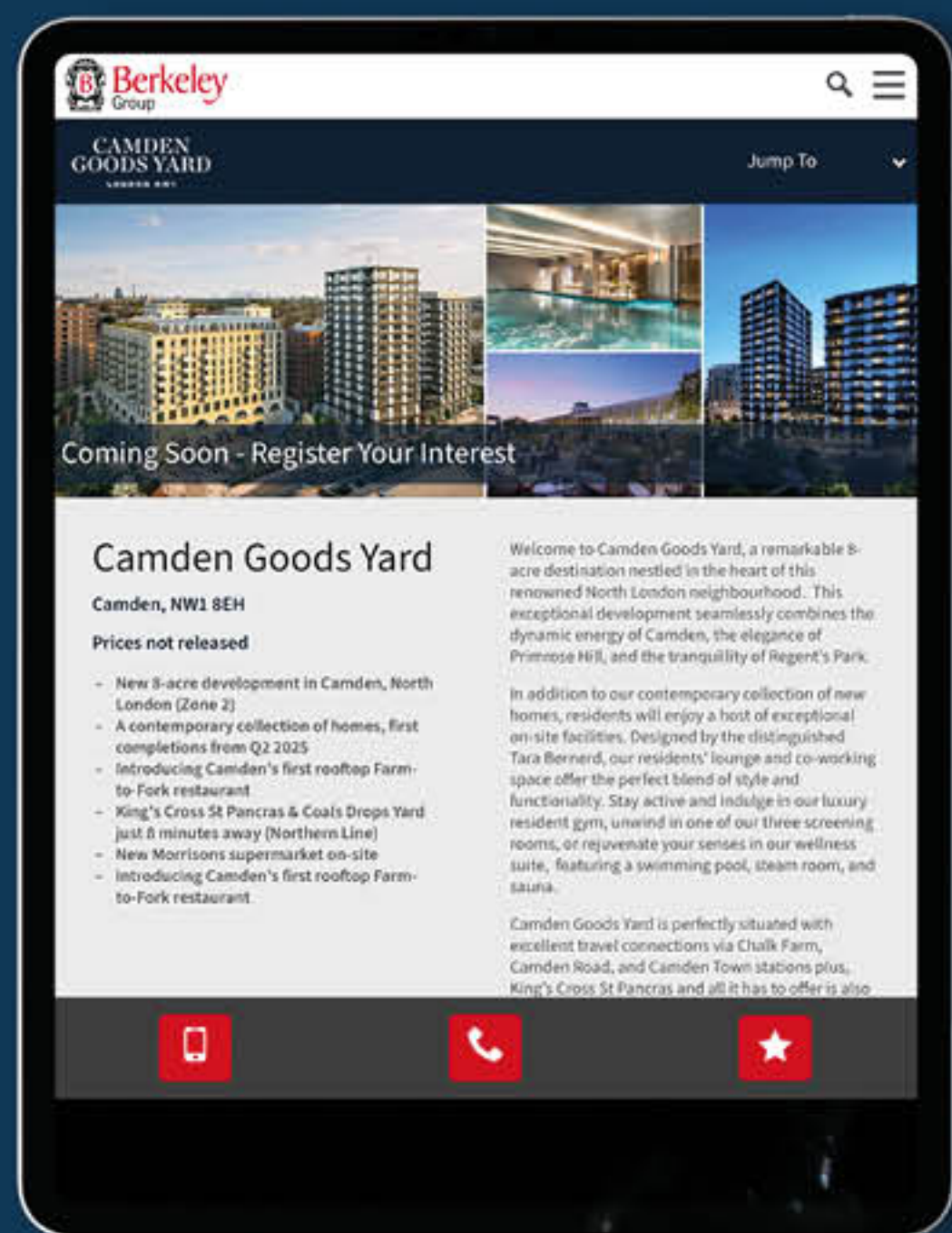
St George
Designed for life

St James
Designed for life

St Joseph
Designed for life

St William
Designed for life

MYHOME PLUS.



MyHome Plus is an online service that is designed to help you manage key aspects of your new home at any time from anywhere around the world.

This section provides you with an overview of MyHome Plus key features to enhance your customer journey.

1. Filing cabinet

In the filing cabinet section you can access documentation relating to your new home immediately at your own convenience.



2. Meet the team

This section provides an introduction to your dedicated Sales Consultant and Customer Service Manager. You will be able to view their contact details and to contact them directly from the platform.



3. Options & choices selection

When you buy a home with us, you will have the option to choose some of your home finishes. This will be subject to the development and property building stage but it's a chance to make it feel truly yours. You will be able to see the different options, the selection deadline date and submit your choice in this section of MyHome Plus. See the "next steps" section for further detail on this.

4. Construction progress

Under this section, regular updates on the construction of your new property will be provided, keeping you up to date on the progress on site and the local area. Your Customer Service Manager will issue regular newsletters and photographs to this section throughout your journey.

5. My guides

View and download your buying and living guides to support you step-by-step through your journey with us.

Sign in by visiting berkeleygroup.co.uk/my-home/sign-in

Next Steps

- (i) Your Sales Consultant will send you instructions to create and validate your MyHome account. Once your account is validated, your Sales Consultant will assign your property to your MyHome account and your account will be upgraded to a MyHome Plus account.
- (ii) Your Customer Service Manager will then be in touch to invite you in to our show apartment to view the interior selections available for the internal finishes that you have an option to select*.

*If you cannot make it to the appointment, the options can be discussed over the telephone and selected via MyHome Plus. Customer Service will need to receive your choices selection by the deadline date, which will be given in advance

TRANSFORMING TOMORROW.

At Berkeley Group our passion and purpose is to build quality homes, strengthen communities and improve people's lives.



Lifestyle image is indicative only.

We are innovating, pushing boundaries and taking action to ensure we have a long-term, positive impact that is good for our customers, the communities we touch, our business and the world around us.

We transform underused sites into exceptional places and we're also transforming the way we work; embracing technology and raising standards, as we continue to deliver an outstanding customer experience and create high-quality homes that delight our customers.

Our Vision 2030 is our 10 year plan which sets out how we will achieve this.



Please scan this QR code for more information on how we are **TRANSFORMING TOMORROW**



Transforming Places

Working with local people and partners we create welcoming and connected neighbourhoods where you can be proud to live.



Transforming Nature

Creating beautiful places with habitats that help nature to thrive, meaning that every site is left with more nature than when we began.



Transforming Lifestyles

Taking action on climate change and giving you ways to live more sustainably. We're building efficient homes that use less energy over their lifetime, with sustainable travel choices on the doorstep.



Transforming Futures

Helping people to reach their potential through apprenticeships and training, and programmes supported by the Berkeley Foundation.



CONTACT.

Immersion Suite and Showhome

Our Marketing Suite will be located at *London Dock* until 2024. Come and immerse yourself in our experience centre.

By appointment only, at the
London Dock Marketing Suite, 9 Arrival Square,
Vaughan Way, London E1W 2AA.

sales@camdengoodsyard.co.uk
+44 (0)203 040 7000



Map is for illustration purposes only and not to scale.



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 George'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. 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. Primrose House, Camden Goods Yard is a marketing name and will not necessarily form part of the approved postal address. Planning Permission number 2020/3116/R. Granted by Camden Council. Purchasers are acquiring an apartment with a new 999-year leasehold from 2023. Like any investment, purchasing uncompleted properties situated outside Hong Kong is complicated and contains risk. You should review all relevant information and documents carefully before making a purchase decision. If in doubt, please seek independent professional advice before making a purchase decision. H054/05CA/0523.

CAMDENGOODSYARD.CO.UK