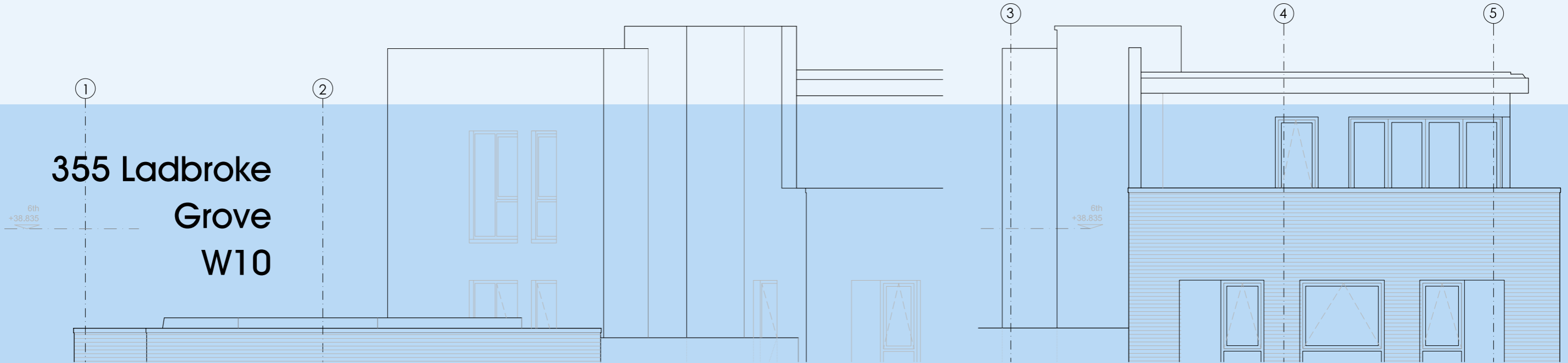


355 Ladbroke  
Grove  
W10



355  
APARTMENTS

**chester & son**

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Development by  
Gonzalo Molla Villanueva  
355 Developments Ltd

# 355

## INTRODUCTION

355 is a stylish new development of nine apartments and one commercial unit, on the site of a former public house. Located at the junction of Ladbrooke Grove and Barlby Road, within the Royal Borough of Kensington and Chelsea, in an exciting area of fascinating history and rapid change, surrounded by some of the most fashionable neighbourhoods in town.

Situated within North Kensington, an urban area currently undergoing substantial regeneration, with a number of recently completed and ongoing developments nearby, including the Portobello Dock and the important Portobello Square project.

Number 355 is set on a unique corner plot, allowing the architect to make the most of its unusual footprint, creating nine larger-than-average one and two bedroom apartments,

some with private outside spaces. The style is utterly contemporary, with extensive use of glass and luxurious detailing to match.

Apart from just being stylish, 355 also has a conscience, rated as 'Eco Very Good' and can boast that at least 10% of its energy is generated via solar/thermal powered systems.

However, its 'Green' credentials do not compromise the quality and comfort provided by the space, which can be seen from the floor plans with their generous layouts. From top calibre appliances to sumptuous finishes, every opportunity has been taken to create modern refined living areas that combine substance with style.

A Victorian public house known as the Admiral Blake stood on the site from 1881, when the area was part of Portobello Farm.

# 355

## ABOUT 355 DEVELOPMENTS LTD.

"Property development is a lot more than just putting up a building. Being conscious of style, the location, build quality that lasts and the environment, are what make us different to many other developers" says Gonzalo Molla Villanueva of 355 Developments Limited.

Conscious of our environment, but dependent on our mod-cons and the need for self indulgence, we believe that these concepts are not exclusive of one another. With our team approach to managing our projects and the use of some of the leading professionals in the field, we have delivered around 100 stunning, industry recognised 'eco' excellent residences in Islington, north London over the past few years.

Our commitment to quality and the environment is ever-present in all our developments. When our team members first set eyes on this unique project, we envisioned

a contemporary space that would enhance the local area's revitalisation efforts.

Eager to deliver cutting-edge designed homes, 355 Labroke Grove offered an ideal chance to create something truly special. Set on an elevated and prominent corner plot in an exciting area of regeneration, provided the opportunity to deliver a one-off 'landmark' development in one of the world's greatest cities.

We feel we have achieved this, with nine spacious apartments, blending contemporary design with today's luxuries, in this famous and fashionable location.

We recognise that these are more than buildings, they are your homes. Our commitment to you does not stop when you move in. We pride ourselves on our after-sales service and care.

Kinver House, 42 Elthorne Road. London Development of 85 apartments. Completed 2008.

243 Junction Road. London Planning permission for 25 apartments.

Yale Terrace. Development of 8 houses and 4 apartments. Completed 2011.



An important development is a proposed 'Kensal Crossrail' station, as part of the major Crossrail project that is now under construction, running through central London and beyond. This extra station would bring Paddington, Bond Street, Liverpool Street and many other important stations within a very short and direct journey time.



The 'Kensal Crossrail' station proposal has immense support from local residents, many businesses both large and small, the London Mayor and the neighbouring local council, the London Borough of Brent. The Royal Borough of Kensington & Chelsea itself has even offered to fund the project if it is given the go ahead.



The proposal of this additional station along the line, literally just a few minutes walk from 355 Apartments, would be a huge boost for North Kensington, further improving transport links into central London and far beyond. The proposed 'Kensal Crossrail' station is currently under review, subject to a feasibility study.

## ABOUT US

Chester & Son was founded by Ashok Ghosh and Julian Friis as a bespoke consultancy, specialising in the search, acquisition, letting and management of London properties on behalf of overseas clients looking to exploit this market's exciting opportunities.



Ashok and Julian met 25 years ago in London, whilst studying 3-Dimensional Design at the prestigious Chelsea School of Art. Aside from a passion for design and architecture, they soon realised that they also shared a common interest in the London property market.

After many years at a number of corporate real estate companies, they felt the time was right to provide a more personal and specialised service to investors. Hence, the creation of Chester & Son Ltd (UK). They assist in providing advice on selecting locations and developments with excellent opportunities, providing realistic yield forecasts, financing including buy-to-let mortgages, sales & letting services and on-going property management.

As licensed members of the Association of Residential Letting Agents (ARLA) and The Property Ombudsman Scheme for Residential Sales and Lettings, Chester & Son operate to the highest professional standards.

Development of the area from farmland, began with the completion of the Hammersmith and City Railway line and the opening of Ladbroke Grove station in 1864

## PROJECTS



Cutting edge products that still make good financial sense



## YALE TERRACE

After their most recent project, we are pleased again to be working alongside 355 Developments Ltd., with whom we share a similar outlook... To provide cutting edge products that still make good financial sense.

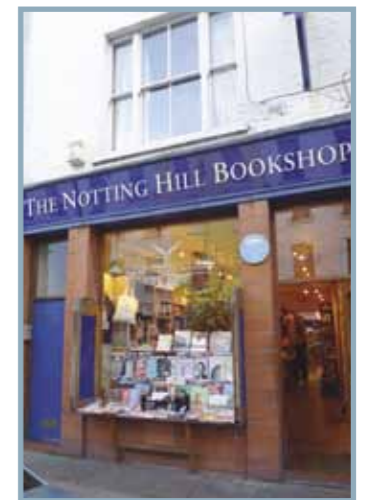
Yale Terrace is a development of eight townhouses, four apartments and two commercial units on Hornsey Road, between Crouch End and Upper Holloway in the London Borough of Islington.



## INVESTMENT

The London property market has proven to be a strong performer for many decades, out-performing all other UK asset classes and has long been the stronghold of many successful global investor's portfolios. It continues to be one

of the world's top destinations and an international business hub. However, this is a complex and demanding market, requiring careful selection and in-depth professional advice in order to achieve the best return on any investment.



## LOCATION

Surrounded by some of the most fashionable neighbourhoods in town, with ever popular Notting Hill on the doorstep, famous for its streets of beautiful houses with private garden squares and Portobello Road for its antique market and funky shops, plus a myriad of fantastic restaurants and bars.

London's cultural heartland 'the West End' containing many of the world's best theatres and art galleries, is easily accessible, with Piccadilly Circus only a 20 minute drive away (less than 5 miles). Oxford Street with its wide array of shops including Selfridges, being reachable in just 10 minutes (3 miles to Marble Arch) and it's the same distance to Knightsbridge with its luxury boutiques and Harrods.

Local transportation is simple, being directly on several bus routes and with Ladbroke Grove underground station (Hammersmith & City Line) and Kensal Green station (Bakerloo Line and London Overground) within easy walking distance. Trains run directly into London's financial district 'The City' in under 30 minutes, via important transport hubs at Paddington for the Heathrow Express trains, Baker Street for the

Jubilee Line to Canary Wharf and Kings Cross St Pancras for Eurostar trains to Paris and Brussels.

For drivers, the nearby Westway (A40) runs directly into central London to the east and straight out of town to the west, providing easy access to Heathrow Airport, the M25 (London's orbital motorway) and onwards to Oxford and beyond.



### Travel times

Paddington	16 minutes
Oxford Circus	23 minutes
Baker Street	23 minutes
Kings Cross/ St Pancras	26 minutes
Knightsbridge	35 minutes

*All times are provided for information only and are based on the Transport for London website.*

## DEVELOPMENT

355 Developments and Chester & Son both believe that good design will always be appreciated and forms the backbone to the way we live. The architect has designed a building to support this ideal and one that will stand the test of time, on such an important and prominent location.



Residents occupying 355 will be spoiled for choice when it comes to enjoying their neighbourhood and striking the right balance between work and living.

The choice of local shopping venues is endless - from the individual and designer boutiques of Notting Hill and Westbourne Grove, to the huge nearby malls at Westfield in Shepherd's Bush and Whiteleys in Queensway.

There's the convenience of a Sainsbury's superstore around the corner, plus the famous street markets and local grocers, butchers and delicatessens on Portobello Road and Golborne Road.

For leisure, one couldn't wish for a better selection of local eating and drinking establishments, from top rated restaurants to some of the best gastro-pubs, and from individual cafes to well-known coffee shops.

And when the eating and drinking has been done, there's a huge choice of gymnasiums and health clubs within easy reach.

Peaceful walks can be had along the Grand Union Canal just a few moments away, or the green spaces of Kensington Gardens, Holland Park and Queen's Park are all close-by.



## DEVELOPMENT

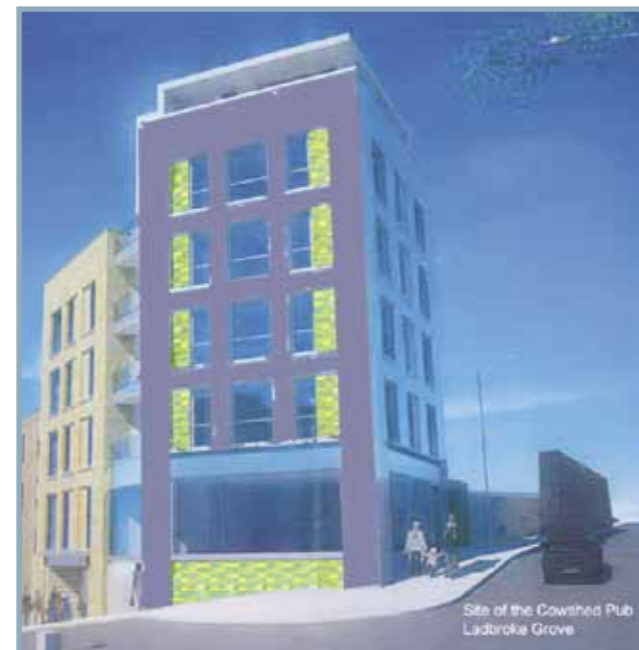
Utilising their design background, Chester & Son will be offering bespoke interiors, where clients can be involved in the final look of their property. There will also be a number of furnishing packages, to fully equip apartments for the rental market, whether for long-term letting or the lucrative serviced apartment route.



Just to the north of Ladbroke Grove is Kensal Rise, home to many fashionable bars and restaurants including the award winning Paradise by way of Kensal Green on Kilburn Lane.

Its main high street Chamberlayne Road, was recently described by Vogue magazine as 'one of London's coolest streets'.

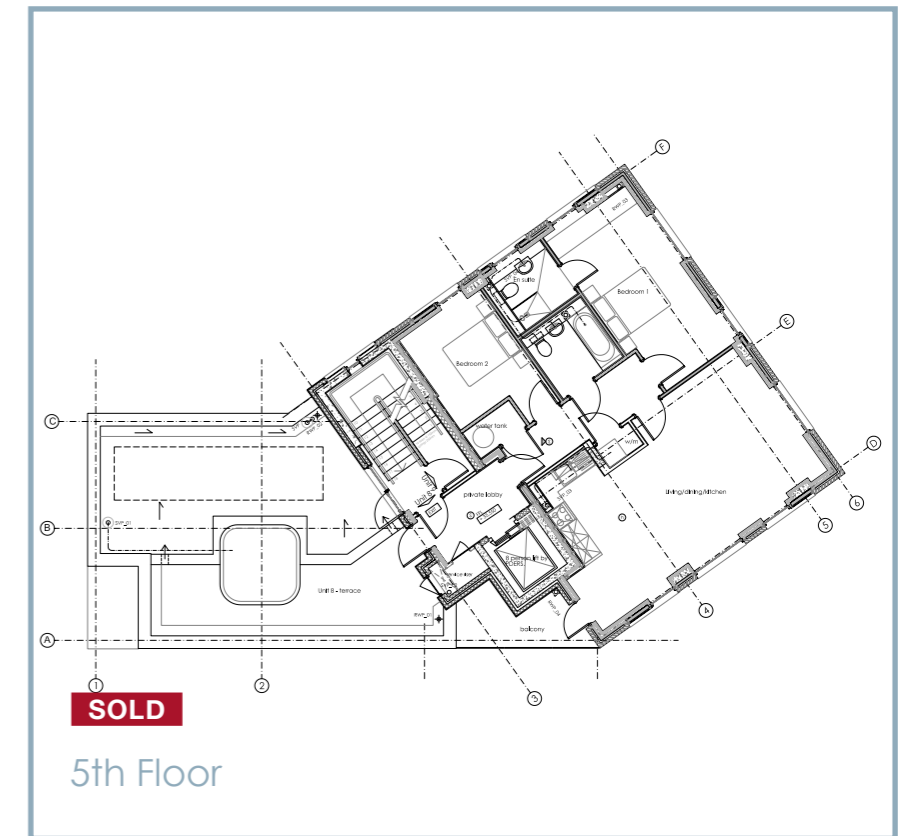
Neighbouring to the east, just a short walk along the canal is Maida Vale and Little Venice. Famed for its pretty houseboats, beautiful white villas, wide tree lined streets, character pubs, the BBC recording studios and a great selection of cafes and small restaurants.



## PLAN 5

Unit Eight on the fifth floor, is a large two bedroom, two bathroom corner apartment, with a spacious triple aspect, open-plan living area leading to a balcony offering great views, plus an additional private roof terrace with a fantastic hot-tub. This unit has been sold.

The Penthouse apartment Unit Nine on the sixth floor (not shown), has been sold.



## SPECIFICATIONS

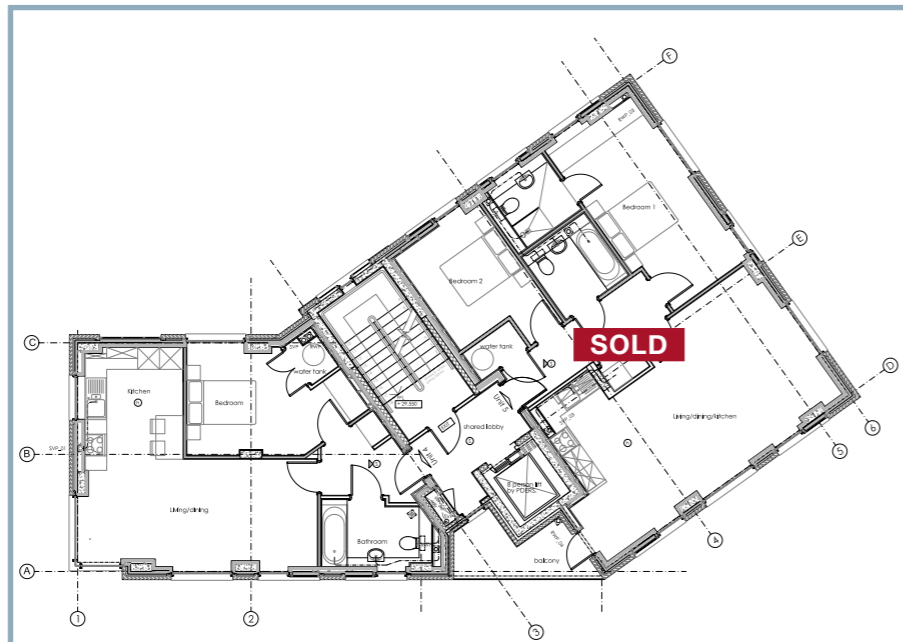
- This building has a premier building guarantee for 10 years.
- Triple aspect to all apartments, the majority with private balcony or terrace.
- Timber decked balconies with glass balustrades to both frontages.
- A-rated Bosch appliances throughout.
- TV/Sat, Sky+ and phone connections in all rooms.
- Oak flooring and porcelain tiles to kitchens and bathrooms.
- Fitted 100% wool carpets & integrated wardrobes to bedrooms.
- Eco-efficient solar thermal boilers.
- Double glazing with high acoustic rating in maintenance-free aluminium frames.
- Integrated cupboards and shelving in living rooms.
- Stylish, tiled bathrooms and en-suites with contemporary fittings.
- Video entry systems and security alarm systems.
- Communal bicycle storage room on ground floor.
- Under floor heating.

Please note that the final specifications are subject to alteration



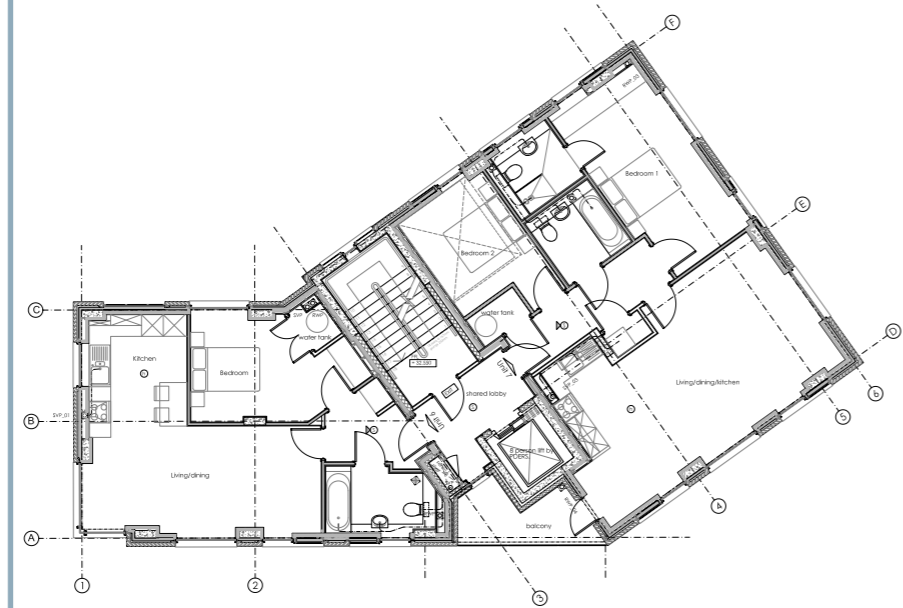
# PLAN 3/4

On the third floor, Unit Four is a one bedroom apartment, with a triple aspect, L-shaped open-plan living area. Unit Five is a large two bedroom, two bathroom corner apartment, with a spacious triple aspect, open-plan living area leading to a balcony. Unit Five has been sold.



3rd Floor

On the fourth floor, Unit Six is a one bedroom apartment, with a triple aspect, L-shaped open-plan living area. Unit Seven is a large two bedroom, two bathroom corner apartment, with a spacious triple aspect, open-plan living area leading to a balcony offering great views.

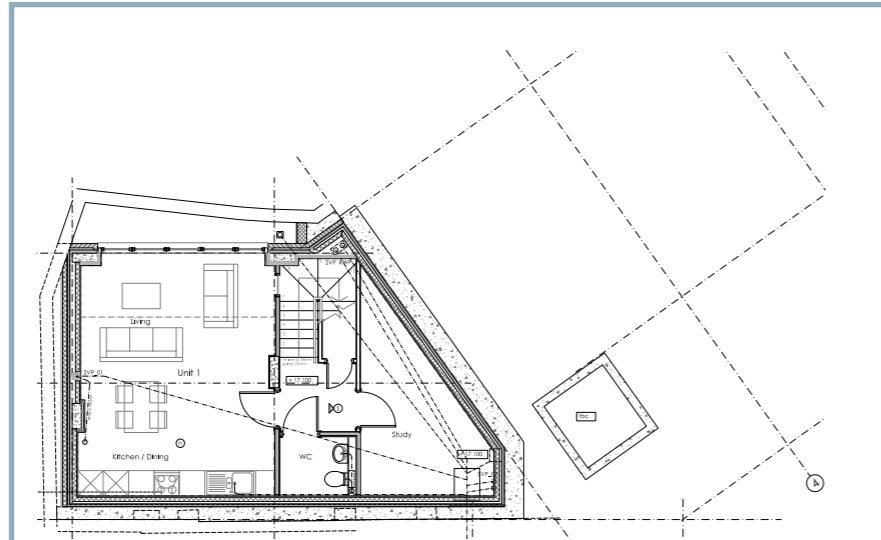


4th Floor



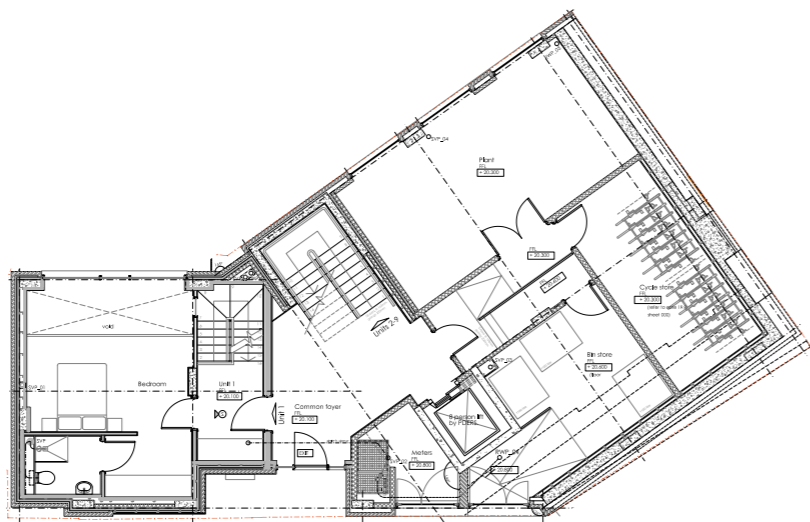
## PLAN LOWER GROUND/GROUND

The unique shaped plot offered the architect an opportunity to create nine stylish apartments that make the most of a predominantly south-facing aspect. This provides each apartment with an abundance of natural light, using floor-to-ceiling windows throughout the building, set on an elevated site that fronts a mainly open aspect.



Lower Ground Floor

The ground floor includes the reception lobby with lift, refuse and plant areas plus a communal bicycle storage room. Unit One is a spacious one bedroom duplex apartment, featuring an open-plan living area with double height windows and a galleried bedroom with en-suite, plus a guest cloakroom and additional room suitable as a home office or fitness room.



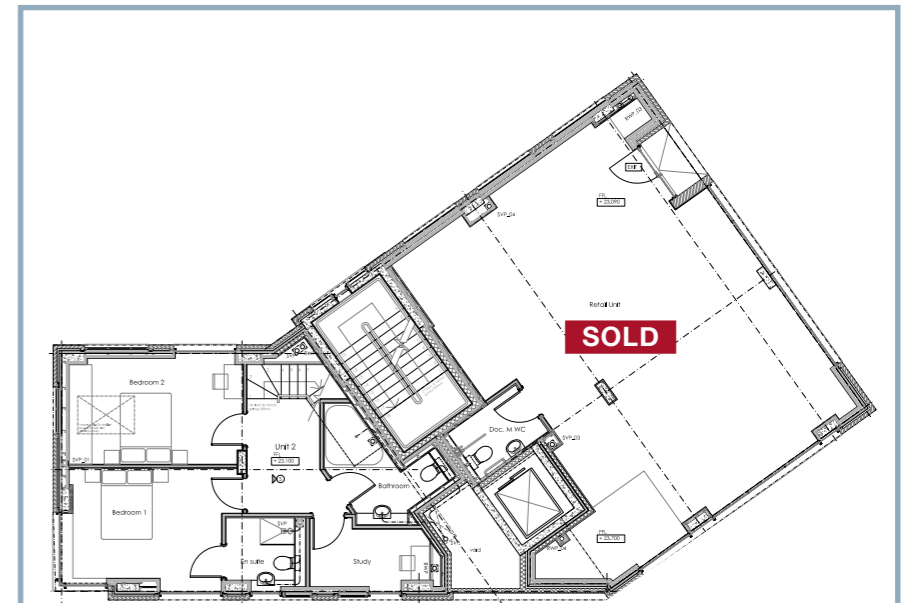
Ground Floor



## PLAN 1/2

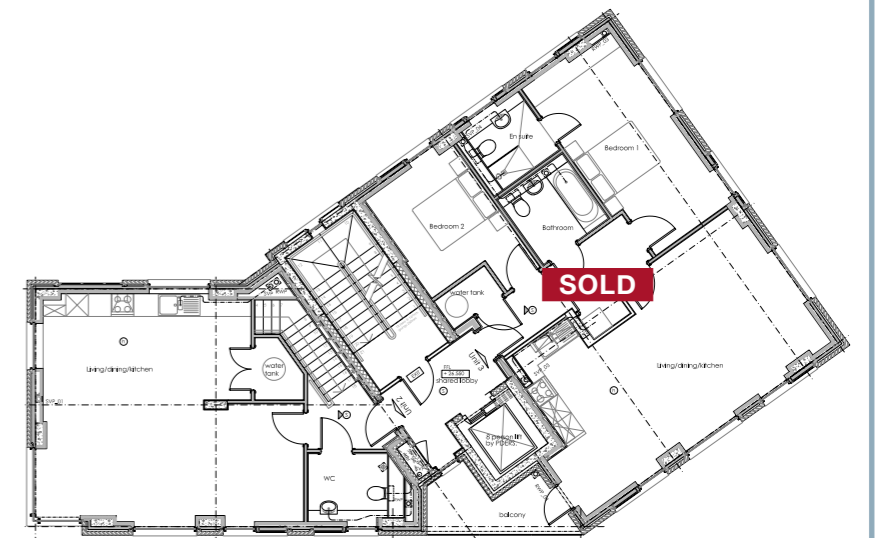
Unit Two is a large two bedroom, two bathroom duplex on the first and second floors, with a spacious triple aspect, open-plan living area, a study and guest cloakroom.

The commercial unit with frontage onto Ladbroke Grove has been sold.



1st Floor

Unit Three on the second floor, is a large two bedroom, two bathroom corner apartment, with a spacious triple aspect, open-plan living area leading to a balcony. This unit has been sold.



2nd Floor

