



LONDON
SQUARE

WATFORD

WD24

A STYLISH COLLECTION
OF STUDIOS, 1 & 2 BEDROOM APARTMENTS
CLOSE TO THE HEART OF WATFORD

WELCOME

TO LONDON SQUARE WATFORD



LONDON SQUARE WATFORD BLENDS THE BEST OF CONNECTED LIVING WITH AN EXCEPTIONAL QUALITY OF LIFE IN THIS POPULAR COMMUTER TOWN.

TWO MILES FROM THE CENTRE OF VIBRANT WATFORD, EXCELLENTLY CONNECTED FOR LONDON'S KING CROSS AND EUSTON STATIONS AND FIRST CLASS ROAD LINKS, THESE STYLISH APARTMENTS ARE PERFECTLY PLACED.

RELISH THE BOLD, CONTEMPORARY DESIGN THAT DELIVERS ENVIABLE OPEN-PLAN SPACES, FLEXIBLE FOR WHETHER YOU ARE RELAXING OR WORKING FROM HOME.

WHERE VISION & STYLE
MEETS A DYNAMIC LOCATION

M1 JCT 5

SAINSBURY'S

STANBOROUGH PARK

ASDA SUPERCENTRE

A41

WEMBLEY

WATFORD NORTH STATION

LITTLE WAITROSE

BUSHEY GOLF CLUB

ASH CLOSE WOODLAND

RADLETT PLAYING FIELDS

WATFORD HIGH ST. STATION

WATFORD JUNCTION STATION

ATRIA WATFORD

ASH CLOSE WOODLANDS

WEST HERTS COLLEGE

WATFORD FC



<6>

<7>



WATFORD

WD24

> YOUR CLOSEST BUS STOP IS A 1 MINUTE WALK THAT CAN TAKE YOU TO WATFORD TOWN CENTRE IN 19 MINUTES.

The map shows the location of London Square Watford (WD24) in the center. Numbered callouts point to various local amenities:

- 1**: Points to a Waitrose store on the left side of the map.
- 2**: Points to a stack of Indian sweets (laddus) on a plate.
- 3**: Points to a group of people performing a yoga or fitness routine in a studio.
- 4**: Points to a Sainsbury's supermarket on the right side of the map.
- 5**: Points to a London Northwestern Railway train passing by.
- 6**: Points to a Topgolf sign.

Other landmarks visible on the map include: Cherry Tree Primary School, Harebreaks Wood, Harebreaks Recreation Ground, Mothercare PLC & Zilkhas Canteen, Little Waitrose, Shell, Sainsbury's Petrol Station, The Dome, Asda Watford Supercentre, Flourish Craft Bakery & Cafe, Meriden Park, Authentic Indian Spice, Beechfield School, Callowland Recreation, The Dan Tien - Dance Studio, Windsor Road, Noa Lounge and restaurant, Lahore Restaurant, Windsor Road, Smoky Boys Watford, The Cym Group Watford, Eats and Treats, The Wishing Well, Knustford Avenue, Eastfield Avenue, Knustford School, Hibbert Avenue, Tudor Arms PH, Tudor Arms, and Parkgate Infants and nursery school.

LONDON SQUARE WATFORD 425-455 ST ALBANS ROAD, WATFORD WD24 6PR



WHERE EVERYTHING'S CLOSE BY



WATFORD IS THE HAPPIEST PLACE TO LIVE IN THE EAST OF ENGLAND (ONS SURVEY 2019), AND ONE OF THE TOP 3 AREAS ACROSS ENGLAND

➤ BOUTIQUES & HIGH STREET FAVOURITES

Renowned for its dazzling selection of shops, Watford has the big names at its Atria shopping centre and smaller independents in its high street, so you're sure to find that special treat for yourself or gift for a loved one. The town's bustling market is open Tuesday to Saturday. For the weekly shop, your choice includes Sainsbury's, Tesco, Asda, Morrison's and Little Waitrose.



➤ CULTURAL DELIGHTS

Watford's entertainment culture thrives at its lively venues including The Palace Theatre, Pump House arts centre and world famous Watford Colosseum, home to the in best live music. You'll find great bars and restaurants too, or you could travel into London for a wider choice.

Travel times approximate and taken from Google Maps.



TEAMSPORT INDOOR GO KARTING

Teamsport Indoor Go Karting offers a thrilling ride just 2 miles from home, with its nail-biting bends, ramps and straights, the 500m track stretches across two intense levels.



WATFORD FOOTBALL CLUB

Just 1.7 miles away from London Square Watford is the Vicarage Road Stadium, home to Watford FC, where you can get involved and support the local mens and womens teams.



CINEMA

With 3 cinemas to choose from, all within 1.5 miles from home, you're spoiled for choice when it comes to movies and popcorn.



TOPGOLF WATFORD

Less than a mile's walk is Topgolf Watford, where you can compete with your friends over a game of skill, and enjoy food and drinks or even hold a birthday celebration.



PUTT CLUB

If crazy golf is your thing, Putt Club Watford boasts a 9 hole motorsport themed indoor crazy golf experience, just 2 miles from your doorstep.



THE GROVE HOTEL


Home to an award winning spa, championship golf course and mouth-watering restaurants, The Grove Hotel is just a 7 minute drive away.

WHERE FUN THRIVES




ACCESS TO OPEN SPACE HAS NEVER BEEN MORE IMPORTANT AND WITH WATFORD'S STUNNING PARKS YOU'LL BE SPOILED FOR CHOICE FOR YOUR MORNING RUN OR PICNIC WITH FRIENDS.

CASSIOBURY PARK

Enjoy acres of grass and woodland, outdoor gyms and outdoor events in this large and colourful park. 9 minutes  from London Square Watford



OXHEY PARK

Relax and restore your mind or exercise by The River Colne in this beautiful park, just a short drive from home. With walking and cycling routes and an outdoor gym, you can get active close to nature in a wildlife haven. 17 minutes  from London Square Watford



ACRES OF OPEN SPACES AND GREEN FLAG PARKS

And breathe. The dozens of parks, recreation grounds and open spaces, many with coveted Green Flag awards, mean you're never far from the perfect spot to work out or unwind.

Travel times approximate and taken from Google Maps.



Sunset at Cassiobury Park



Cassiobury Park



Grand Union Canal



OPUZ KITCHEN
12 MINUTE CYCLE



CASSIO LOUNGE
11 MINUTE CYCLE



CÔTE BRASSERIE
11 MINUTE CYCLE



CAFE BIANCO
10 MINUTE CYCLE



M&S FOODHALL
10 MINUTE CYCLE



LITTLE WAITROSE & PARTNERS
1 MINUTE CYCLE



L'ARTISTA
10 MINUTE CYCLE



FLOURISH CRAFT BAKERY
5 MINUTE CYCLE



THE FLORIST
11 MINUTE CYCLE

WHERE GOOD TASTES MIX

Watch the freshest food being prepared while tempting aromas tease your taste buds at The Glasshouse or enjoy a pint with an American hot dog and all the trimmings at The Wishing Well; whatever you love to eat and drink, Watford has an impressive array of choices.





It's obvious you're close to cosmopolitan London, with delicious food and drink from around the world on offer. Enjoy pizza and pasta at L'artista, Turkish food with a modern twist at Opuz Kitchen, or indulge with cocktails before dinner at the Instagrammable The Florist while listening to live music.

With a kaleidoscope of eateries, you can tuck in to a traditional breakfast fry-up, enjoy the relaxed vibe of brunch, feast on a vegan lunch or simply have a quiet coffee at a cafe.



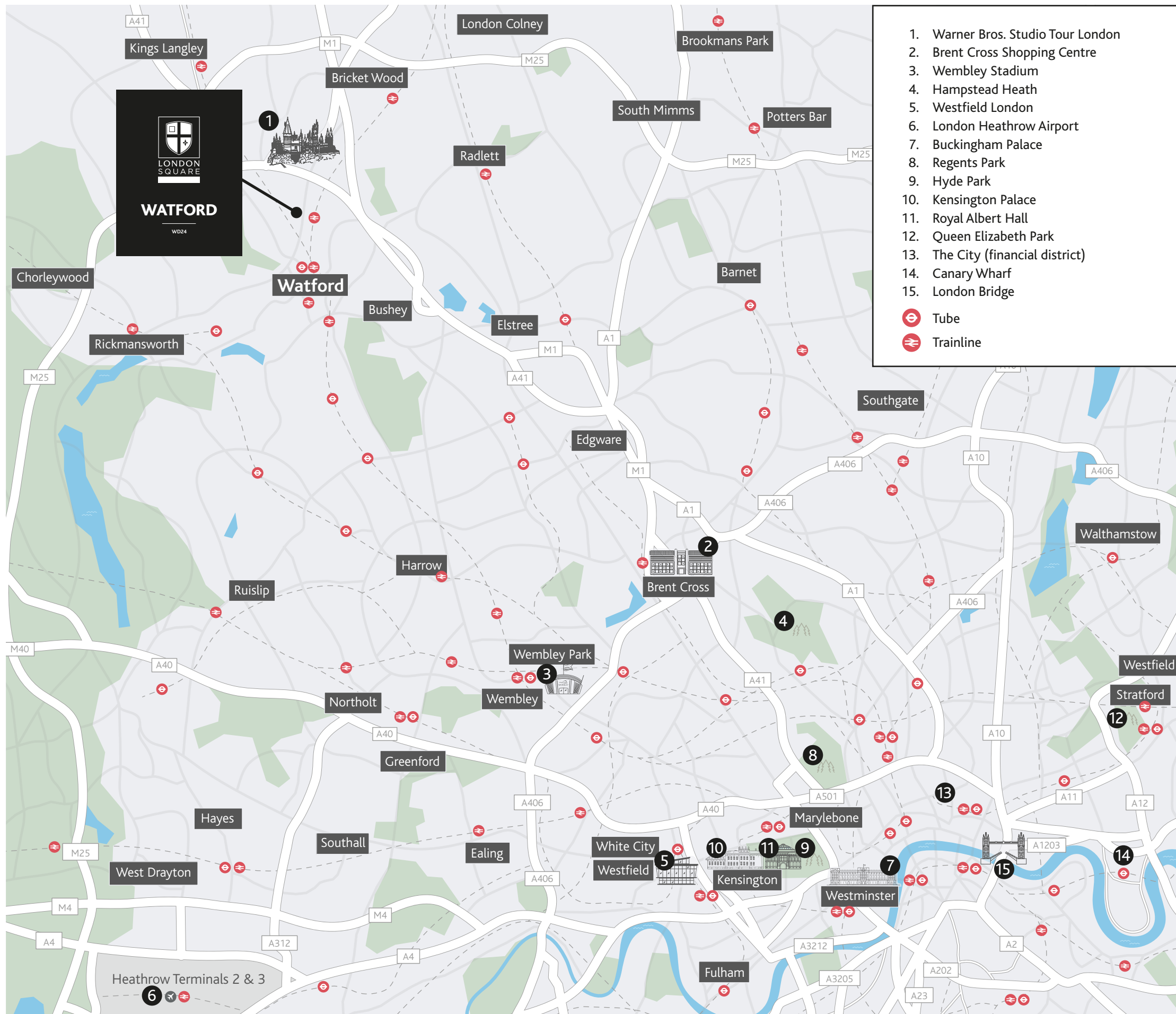
WHERE CONNECTIONS ARE MADE

Watford's superb road and rail connections make it ideal for commuters and was recently voted number one commuter location by Zoopla as well as a great location for leisure travellers. The ability to travel quickly into the capital and beyond is one of the major benefits of living at London Square Watford. Your home is just half a mile from Watford North. A bus service also operates to Watford Junction. From here, fast and frequent trains run direct to London Euston in 23 minutes and from there King's Cross is a 1 minute tube journey. Watford Station is on the Metropolitan line of the London Underground. The motorway network is easily accessible via the M1, 1.5 miles away and the M25, 3 miles.

By Train	By Car	By Underground	By Bus
Watford North Station (8 minutes walk)		Watford Junction	Bushey Mill Lane bus stop (2 minute walk)
			
Watford Junction 2 minutes	Hemel Hempstead 17 minutes	Wembley Park 43 minutes	Watford Junction Stn 9 minutes
London Euston (with 1 change) 29 minutes	Borehamwood 19 minutes	Farringdon 48 minutes	Atria Shopping Centre 13 minutes
Kings Cross (with 2 changes) 34 minutes	St Albans 23 minutes	Baker Street 49 minutes	Watford High Street 25 minutes
Wembley Central (with 1 change) 35 minutes	Heathrow Airport 24 minutes	Aldgate 58 minutes	St Albans 36 minutes
	Milton Keynes 45 minutes	Uxbridge 62 minutes	



Travel times shown are fastest and sourced from National Rail Enquiries, londonnorthwesternrailway.co.uk and Google Maps. Please note journeys between Watford North Station and Watford Junction Station are often replaced with a 4 minute Bus.



WHERE KNOWLEDGE GROWS



> INDEPENDENT SCHOOLS

Watford boasts a large number of independent schools in the town and the surrounding area, catering for nursery, primary, pre-preparatory and secondary age youngsters. Hertfordshire is known for its excellent private schools, including those in the cathedral City of St Albans, just a 30-minute drive away. Many of Watford's state schools, including its grammar schools, have also been rated Outstanding or Good by Ofsted.

> HIGHER EDUCATION

West Herts College runs a range of career-focused courses to degree and Higher National Diploma level. With two busy sites at Watford and Hemel Hempstead, students can make the most of campus life. The Watford campus is two miles from London Square Watford, just 5 minutes by car.



DISTANCE FROM LONDON SQUARE WATFORD

Watford Campus	The Watford UTC	International Stanborough Secondary School	Lanchester Community Free School	Nascot Wood Junior School	Watford Grammar School for Boys	Watford Grammar School for Girls	Haberdashers' Askes' Girls' School	Haberdashers' Askes' Boys' School	Middlesex University
1.3 miles	1.4 miles	1.4 miles	1.5 miles	1.6 miles	1.8 miles	2.6 miles	5.6 miles	5.7 miles	12 miles



> LONDON UNIVERSITIES

Thanks to the good train links to London, Watford is an excellent location for students studying at any of London's many prestigious universities, colleges and Royal Colleges. The University of Westminster's Harrow campus is a 20-minute drive away. The University of Hertfordshire is in Hatfield, also 30 minutes from Watford, and offers a wide range of undergraduate and postgraduate degree courses in subjects including engineering, sports science and law.

WHERE QUALITY MATTERS

You'll love the quality and attention to detail evident throughout your new home. From the sleek lines of the impressive kitchen, to the recessed bathroom lighting, you'll find the perfect mix of style and function. Designed for comfort and adaptability, the airy kitchen/dining/living space will match your lifestyle, whether you are snuggling up in front of the TV or cooking for friends. Most homes have their own outside space and there is communal landscaping for everyone to enjoy. Allocated parking is available to selected plots, whilst for those on two wheels there is cycle storage at the rear of the homes, accessed via fob controlled gates.

WHERE BEAUTY IS IN EVERY DETAIL

KITCHEN

- Sleek kitchens in a choice of matt lacquered laminate colour ways with slim handles that wrap the cabinet door edge
- A choice* of laminate worktops with upstand and full height splashback behind hob
- LED strip lighting fitted to the underside of wall units
- Stainless steel sink with single lever mixer tap
- Zanussi stainless steel integrated single oven
- Zanussi black glass induction hob
- Zanussi integrated fridge/freezer
- Zanussi integrated dishwasher (slimline where applicable)
- Zanussi integrated concealed extractor
- There is a choice of kitchen upgrades available subject to build stage, please speak to your Sales Executive

BATHROOM

- Large format tiling in a choice of three colour ways*, full height to bath and half height around basin and WC
- Semi recessed basin with mono basin mixer
- Bespoke mirror cabinet with open shelving and LED strip lighting to underside
- WC with soft close lid and dual flush plate
- Single ended steel bath with white gloss bath panel
- Shower on a riser with integrated bath mixer and thermostatic control
- Two panel folding square bath screen
- Chrome brassware
- Ladder heated towel rail





EN SUITE

- Large format tiling in a choice of three colour ways*, full height to bath and half height around basin and WC
- Semi recessed basin with mono basin mixer
- Bespoke mirror cabinet with open shelving and LED strip lighting to underside
- WC with soft close lid and dual flush plate
- Shaver socket within mirrored cabinet
- Shower enclosure with sliding glass door
- Shower on a riser with thermostatic controls
- Chrome brassware
- Ladder heated towel rail

ELECTRICAL

- Stainless steel sockets with black inserts above kitchen worktop. White moulded sockets and switches throughout the remainder of the apartment
- USB port to master bedroom, kitchen and living room
- Recessed downlights to kitchen/dining, bathroom and ensuite
- Pendant lighting to the hallway, bedrooms and living room
- Communal aerial and wired for Sky Q, Virgin Media, BT and Hyperoptic connections with data points in living area and all bedrooms
- Designated work from home station with power and data

For the detailed specification, please contact our Sales Executives. Your attention is drawn to the fact that it may not be possible to provide the branded products as referred to in the specification. In such cases, a similar alternative will be provided. A number of choices and options are available to personalise your home. Choices and colour options are subject to stage of construction and availability. London Square reserves the right to make these changes as required.

GENERAL

- Mountain Grey veneer finish entrance door
- White flush internal doors with contemporary polished chrome ironmongery
- Electric panel heaters
- Wood effect flooring to the hallway, living, dining and kitchen area*
- Ceramic floor tiling to bathrooms and ensuite in a choice of colours*
- A choice of carpet to the bedrooms*
- Fitted wardrobe with mirrored sliding doors to the principle bedroom
- White painted walls and ceilings throughout
- Zanussi freestanding washer dryer located in hall cupboard

SECURITY & PEACE OF MIND

- Video phone entry system
- Security locks to windows, balcony or terrace
- Hardwired smoke alarms and detection
- Heat detection to the kitchen
- Ten year Premier Guarantee warranty
- 2 year London Square Customer Service Warranty

COMMUNAL AREAS

- UPVC windows and patio doors, sliding doors where applicable
- Paved balcony or terrace where applicable
- Metal balustrade to balconies or terrace where applicable
- Lift and Stair access to all floors
- Cycle store
- Bin refuse
- Gated car park with electric gates





WHERE YOUR HOME AwaITS

Picture yourself in one of just 72 apartments and studios in this striking statement building conveniently close to shops and transport links. Your spacious, comfortable and modern home has a quality specification and finish you'll be proud of.



DESIGNED FOR YOU

AT LONDON SQUARE, WE PLAN RIGHT DOWN TO THE FINEST DETAIL TO ENSURE THAT YOU FIND THE HOME OF YOUR DREAMS.



AWARD-WINNING CUSTOMER SERVICE

Our dedicated sales and customer care teams are here to help and guide you through every step of your purchase. Our customer service excellence has been recognised with a number of prestigious awards, including the 2022 In-House Research gold award, which is based on customer feedback of their buying experience and the In-House Outstanding Achievement Award for customer satisfaction.



10 YEAR WARRANTY

All our homes carry the reassurance of a 10-year warranty that protects our customers should their new property develop any defects arising from construction. We also add our own 2-year London Square Customer Care Warranty which ensures that should anything break down as the result of a defect, the cost of repair/replacement is covered.



BENEFITS OF BUYING NEW

NEW-BUILD PROPERTIES COME WITH A PROMISE – YOU CAN MOVE STRAIGHT IN AND IMMEDIATELY RELAX IN YOUR OWN HOME. NO STRESS OR COSTLY RENOVATION TO WORRY ABOUT.



> SECURITY & PEACE OF MIND

When you buy a London Square home off-plan, you can be assured that the finished product will meet our very high standards in every aspect of build and finish. All appliances, fixtures and fittings are in perfect working order from day one.



> ENERGY EFFICIENT

Your new home complies with all the most up-to-date building regulations for sustainability, insulation and energy efficiency. Our properties achieve excellent EPC ratings to help you keep warmer and your bills lower. All fitted appliances, including fridge freezers and dishwashers, are A-rated where possible to help reduce energy and water usage. Looking towards the future properties will have no gas, following the government announcement that from 2025 no new-builds can install a gas boiler.



> HIGH QUALITY BUILD

Quality is built into the very fabric of our homes, so you can buy with complete confidence. From the selection of construction materials to the external and internal finishes, we use only high quality products provided by our trusted supply chain and fitted by skilled craftspeople.



> COMMUNITY AND HERITAGE

Creating sustainable communities where people thrive is core to our operations. We develop places that are a pleasure to live in. We always ensure our developments are well integrated into the wider local community, and enjoy excellent transport links, services and facilities.



LONDON SQUARE

MAKING LONDON GREATER

Since London Square was established in 2010, we have focused on our ambition to become the capital's most dynamic developer in a highly competitive residential property market.

London Square, which has an outstanding track record for tackling complex sites across Greater London, delivering a mix of affordable and private homes for sale, community facilities and commercial space, currently has 1,018 homes in production, and a land pipeline of 2,356 homes representing £1.3bn in gross development value.

Our sites are in prime locations with good transport links across the capital, providing new homes in places where people want to live. Each scheme is bespoke, combining inspiring architecture, clever design and specification, and the highest standards of energy efficiency.

Our award-winning developments range from homes for first-time buyers in key locations to cool city apartments, from smart family homes to grand restoration and conversions.

Creating a sense of place for our buyers is embedded in every London Square development, transforming former forgotten corners, derelict buildings and brownfield sites into smart destinations, breathing new life into each local area.

We work with existing residents, schools and businesses to make our developments part of the local fabric and take great pride in fostering the community spirit of the great squares of the capital and the legacy they have created.

Adam Lawrence

Chief Executive



When I launched London Square, I set out to create a company with strong values exemplifying what I call "Old School Principles". A company with exacting disciplines and the highest of standards.

My inspiration was London's beautiful squares, created by the great architects of the capital. I wanted to reflect the sense of legacy and community created over the centuries by these prized green pockets, fringed by homes where people really want to live.

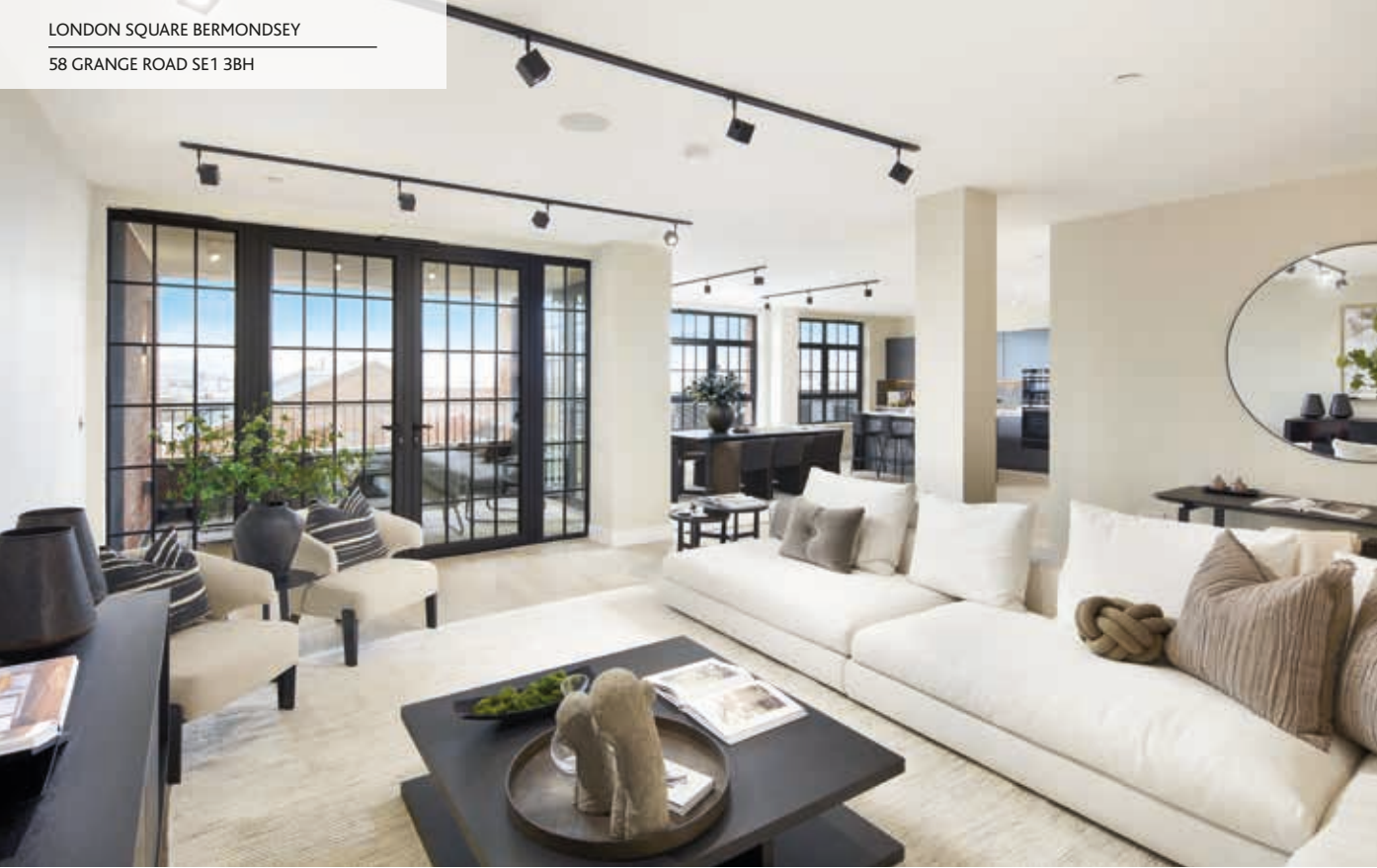
We have just marked our 10th anniversary and a decade of development has given the company our own heritage of 16 award-winning schemes and more than 50 glittering prizes.

Our latest development is our first in Hertfordshire and we have chosen the popular destination of Watford, recently ranked by Zoopla as the number one commuter town. We are transforming the site of a former BMW car showroom in St Albans Road with 72 stylish new homes, designed to blend in with the more traditional lower rise residential style of the area, with attractive brick facades and pitched roofs, set in landscaped communal gardens, with a secure car park. The homes comprise two studios, 22 one bedroom and 48 two bedroom apartments, all with exceptional design and specification. London Square Watford is in the heart of the town and close to excellent shops and abundant green spaces and parks. We take pride in building our homes in well-connected places and Watford has exceptional transport links, with fast trains to Euston taking 34 minutes and Heathrow just 24 minutes by car.

When I look at a map of the capital and the commuter belt of Hertfordshire, Surrey, Kent and Essex - there is now a little bit of London Square in most boroughs – and that makes me very proud.



LONDON SQUARE DEVELOPMENTS





WHERE
VISION AND STYLE
MEETS DYNAMIC
LOCATION

DISCLAIMER: This document is intended to provide an indication of the general style of our development and apartment types. Computer generated images are indicative only and do not accurately depict individual plots. London Square operates a policy of continuous development and individual features such as windows and elevational treatments may vary from time to time. To this end, any drawings, photographs or illustrations shown are non-contractual. The dimensions shown are accurate to within +/- 50mm, they are not intended to be used for carpet sizes, appliances, spaces or items of furniture. All other furniture is indicative and not supplied. Whilst every endeavour has been made to provide accurate information in relation to internal and external finishes, the Company reserves the right to change supplier and alter or vary the design and specification at any time for any reason without prior notice. Consequently these particulars should be treated as general guidance only. Nor do they constitute a contract, part of a contract or a warranty. Travel times and distances from the development are approximate and sourced from National Rail Enquiries and Google Maps. All details are correct at the time of going to press, February 2023.

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