



W A L M   L A N E  
W I L L E S D E N   G R E E N

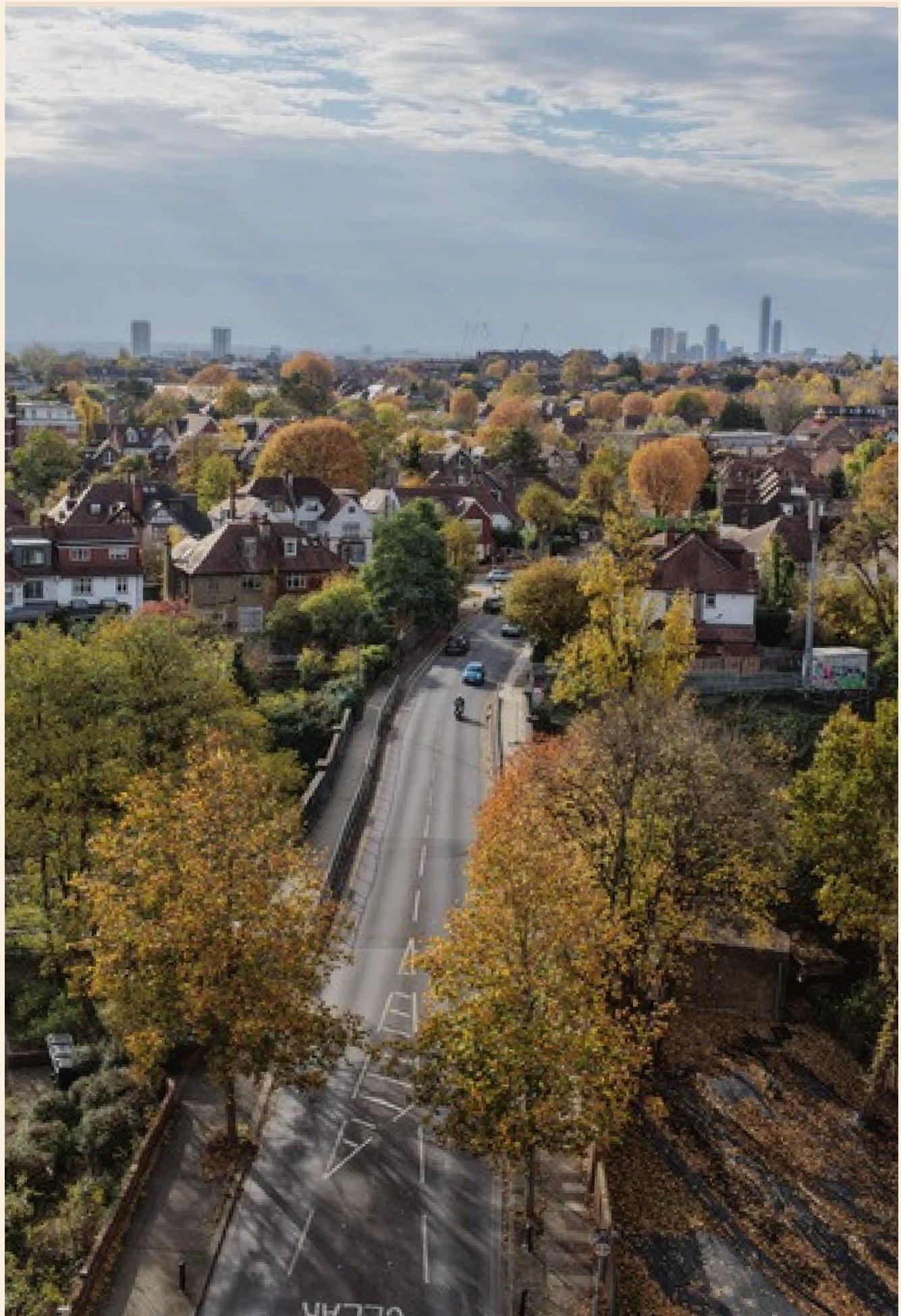
Prime  
Phenix



At Prime Phenix, our vision for Walm Lane is to create a collection of homes that embody the timeless charm of London's heritage while embracing the rhythm of modern life. This is not just another development — it's a redefinition of what it means to live well in one of North West London's most characterful neighbourhoods.

Inspired by the architectural language of Edwardian mansion architecture and the leafy elegance of Willesden Green, Walm Lane balances the sophistication of design with a deep sense of belonging. Every detail, from the boutique-hotel-inspired interiors to the carefully curated communal spaces, has been crafted to create harmony between the energy of the city and the calm of home.

This is a place where modern architecture meets warm human design. Where craftsmanship, sustainability, and community are not separate ideas, but part of one vision, to build homes that feel as enduring as the neighbourhoods that inspired them. Walm Lane reflects our belief that the best developments do more than shape skylines, they shape lives.



# WILLESDEN GREEN

## ON THE RISE



Walm Lane sits at the heart of Willesden Green's exciting transformation into one of North West London's most connected and vibrant neighbourhoods. The development offers outstanding transport links while placing residents within easy reach of three major regeneration hubs: Cricklewood/Brent Cross, Old Oak Common, and Wembley.

These neighbouring developments are delivering serious long-term investment: Brent Cross Cricklewood alone is set to deliver up to 6,700 new homes, office space for 25,000 jobs, and new parks, shops and leisure facilities.

Old Oak Common, part of London's ambitious growth plans, is forecast to deliver up to 24,000 new homes and create more than 55,000 jobs across the area. Meanwhile, Wembley's growth plans point to 15,000+ new homes and around 10,000 new jobs as the area evolves into one of London's largest mixed-use communities.

All this investment in homes, jobs, infrastructure, transport, retail, and green spaces is reshaping the surrounding area, boosting long-term appeal, connectivity, and capital growth potential. Yet Walm Lane keeps its peaceful, community-focused character. Tree-lined streets, beloved cafés, boutique shops and the rich cultural heritage of Willesden Green continue to provide a sense of belonging and neighbourhood soul.





Walm Lane offers unmatched connectivity, with Willesden Green Underground Station just 65 metres from your front door. Whether commuting to the heart of the city, meeting friends for lunch, or exploring London's landmarks and shopping destinations, fast and direct journeys are always within easy reach. From West Hampstead to Bond Street, Westminster, or even Canary Wharf, life here combines the calm of a leafy North West London neighbourhood with the energy and opportunities of the capital just minutes away.



- **Willesden Green Station**  
1 min
- **GAIL's Bakery**  
2 mins
- **Willesden Library Centre**  
10 mins
- **Gladstone Park**  
14 mins



- **West Hampstead:**  
3 mins
- **Bond Street:**  
13 mins
- **Westminster:**  
17 mins
- **Wembley Stadium:**  
26 mins



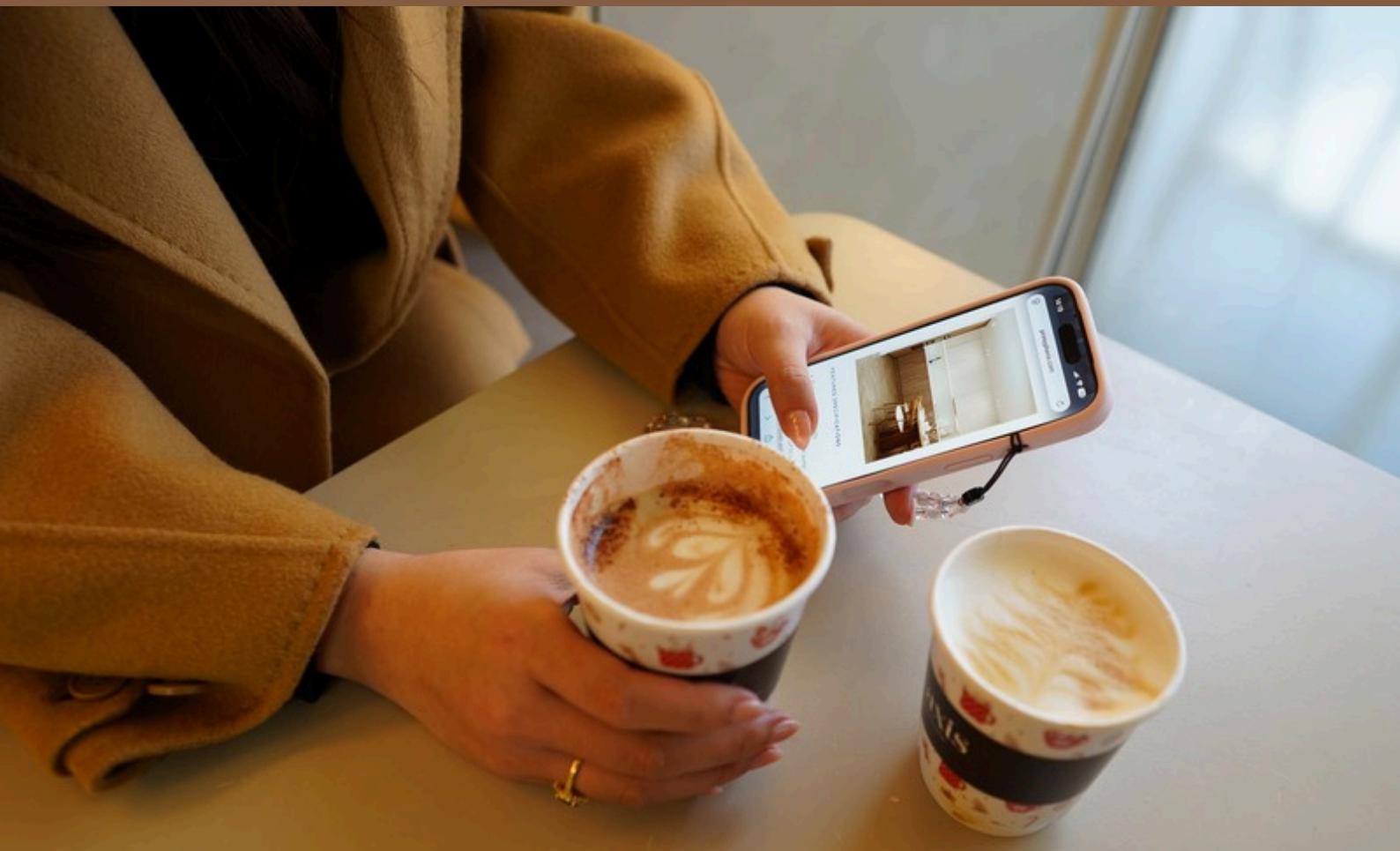
- **Brent Cross Shopping Centre**  
18 mins
- **Notting Hill**  
20 mins
- **Holland Park**  
30 mins
- **London Designer Outlet**  
45 mins



# WHERE LIFE MEETS FLAVOUR

Willesden Green is a neighbourhood that knows how to enjoy life. From the aroma of freshly brewed coffee drifting from independent cafés to the inviting warmth of family-run restaurants, the area offers a rich tapestry of flavours and experiences.

Locals gather in cosy brunch spots, lively gastropubs, and global eateries that reflect the area's diverse cultural roots. Whether you're meeting friends for a leisurely Sunday breakfast, discovering new cuisines, or unwinding with an evening drink, every corner around Walm Lane celebrates connection, community, and the simple pleasures of good food and great company.





GAIL's Bakery  
Coffee shop



Cavallino Italian Trattoria  
Italian Restaurant



Sanzio Restaurant  
Italian Restaurant



The North London Tavern  
British Pub Restaurant



Angie's Bar  
British Pub



Gencos  
Mediterranean Restaurant

# LEISURE ESCAPES

Life at Walm Lane places you within easy reach of some of North West London's most beautiful and historic green spaces. From morning jogs to peaceful weekend strolls, there's no shortage of ways to reconnect with nature.

Gladstone Park, with its sweeping views across London, tree-lined avenues, and walled gardens, is a true local gem, just moments away. Roundwood Park and Queen's Park offer beautifully landscaped gardens, children's play areas, and cafés perfect for a relaxed afternoon. For those who love wide open spaces, Hampstead Heath provides 800 acres of natural woodland, ponds, and walking trails, an escape that feels worlds away from the city.





Roundwood Park



Gladstone Park



Hampstead Heath Park



Queen's Park



Tiverton Green  
Golf Club



King Edward VII Park

# SHOPPING & DAILY LIFE MADE EASY

At Walm Lane, everyday convenience meets the best of local and premium retail. For daily essentials, Sainsbury's Local, Tesco Express, and Little Waitrose & Partners make shopping effortless. Hilal Food Centre offers a wide range of international groceries, while The Hampstead Butcher & Provider brings artisanal quality to your kitchen.

For leisurely browsing, West End Lane Books is a haven for readers and a touch of local charm. When it's time for a bigger shopping excursion, Brent Cross Shopping Centre and London Designer Outlet are just a short journey away, offering high-street favourites, designer labels, and a variety of dining and entertainment options.





Sainsbury's Local



Little Waitrose & Partners



The Hampstead Butcher & Provider



Hilal Food Centre



West End Lane Books



Brent Cross Shopping Centre

# ENERGY FOR EVERY DAY

Walm Lane residents enjoy access to a diverse range of health and fitness options, making it easy to maintain an active and balanced lifestyle. Nuffield Health Brondesbury Park Fitness & Wellbeing Gym offers a full suite of facilities, from state-of-the-art equipment to wellness programs.

For high-energy workouts, Energie Fitness in Cricklewood and HIIT West Hampstead provide dynamic group classes, while DropGym's West Hampstead and Queen's Park locations cater to functional and strength training. Fitness First in Queen's Park rounds out the options with modern gym facilities and a welcoming community environment





Nuffield Health Brondesbury Park  
Fitness & Wellbeing Gym



Energie Fitness Cricklewood



Gladstone Park Tennis Courts



DropGym - West Hampstead



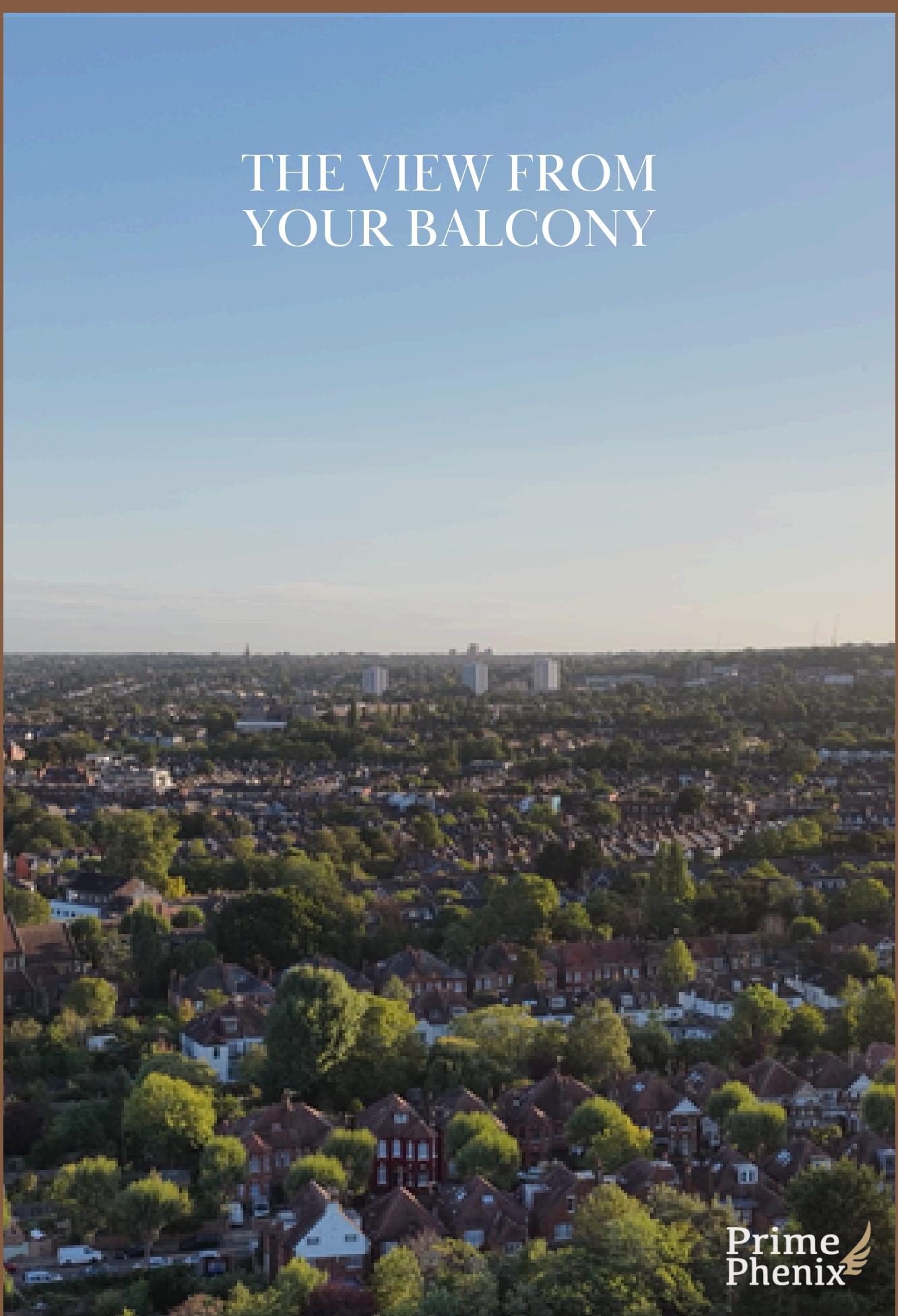
Fitness First Queen's Park



Brent Valley Golf Course  
& Fitness Centre



# THE VIEW FROM YOUR BALCONY



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## REIMAGINING CLASSIC LONDON LIVING

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# INTERIORS THAT HARMONISE WITH EVERY ROOM





At Walm Lane, every home has been designed with a focus on balance, elegance, and enduring quality. The interiors reflect a sophisticated, contemporary London style while retaining a warmth and intimacy that makes each apartment feel like home.

In the kitchens, polished marble countertops and matching backsplashes meet expertly crafted wooden cabinetry. The subtle touch of framed cabinet doors adds a refined, timeless elegance, marrying classic craftsmanship with the clean lines of modern design. Every detail, from the choice of natural materials to the layout of storage and work surfaces, has been considered to enhance both functionality and aesthetic harmony.



CGIs and specifications are indicative only and may vary from the final completed home.





Bathrooms follow the same design philosophy, with luxurious feeling tiles, warm wood accents, and high-quality fixtures creating a calming, spa-like retreat. Thoughtful touches, such as carefully proportioned vanities and integrated storage, ensure that beauty and practicality coexist effortlessly.

At Walm Lane, the communal garden has been designed as a peaceful retreat that balances natural beauty with everyday ease. Thoughtfully landscaped with seasonal planting, soft textures, and generous greenery, it offers residents a calm, private outdoor space just moments from their front door.



Whether enjoying a quiet morning coffee, reading in the afternoon sun, or simply stepping outside for fresh air, the garden creates a sense of tranquillity rarely found in such a well-connected London location.



# SPECIFICATION



## GENERAL

- Engineered laminate flooring
- 10 Year building and structural warranty
- Emergency power generator
- Private balconies with all apartments
- Advanced façade system, 25 year warranty
- Individual utility and storage space in each apartment



## COMMUNAL & SECURITY

- Entrance lobby
- Secure resident bike and bin storage
- Secure fob access for all apartments
- Advanced video intercom system
- Secure by Design
- CCTV to communal areas
- Communal garden



## FIRE SAFETY

- EVAC and firefighter lifts
- High end sprinkler systems throughout
- Hard wired smoke / heat detectors
- Carbon monoxide alarms



## HEATING & SUSTAINABILITY

- Smart energy consumption reporting system
- Efficient, zonal under floor heating throughout
- Smart thermostat heating system / connected to devices
- Electric throughout
- Individual apartment heating systems
- Solar Panels
- Air source heat pumps
- MVHR system
- Air conditioning
- A or B EPC values
- Exceptionally energy efficient — 0.13 U-values
- Triple glazed windows



## BATHROOM

- Heated towel rails
- Wall hung toilets
- Environmentally friendly flush tanks
- Wall integrated fixtures
- Shaver socket
- Alcove shower shelves with integrated lights
- Basin with integrated cabinet
- Mirror light
- Bath and/or walk-in shower with glass screen
- Hardwearing bathroom tiles throughout



## KITCHEN

- Quartz worktops
- Fitted kitchen
- Integrated appliances (oven, hob, dishwasher, fridge/ freezer, microwave)
- Quartz backsplash
- Recessed linear LED lighting
- Stainless steel mixer taps



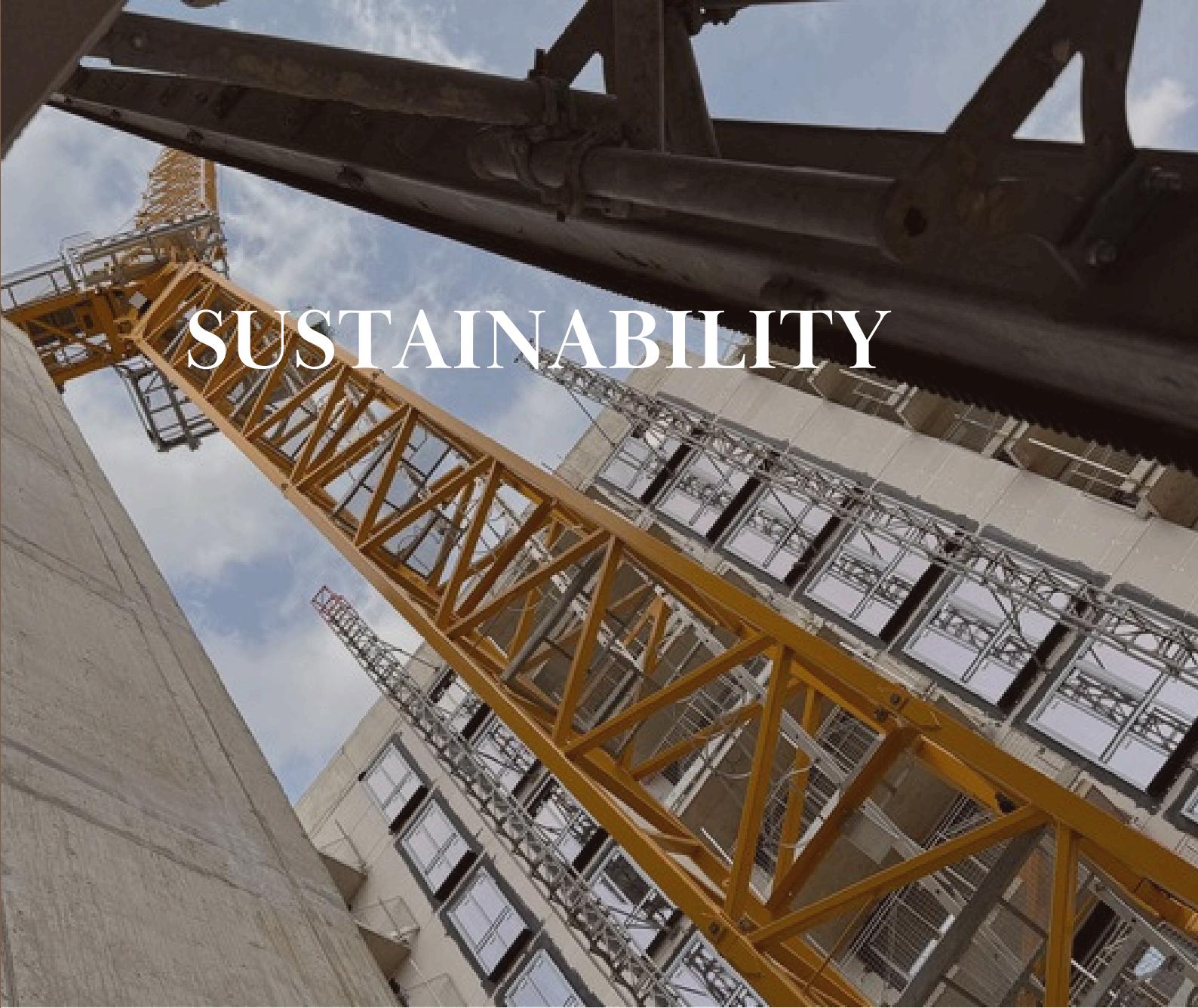
## WINDOWS & DOORS

- Bespoke, real wood finish doors
- Hard wearing, fire rated front and internal doors
- Complete with architraves
- Triple glazed windows
- Brushed brass hinges and door hardware



## AUDIO VISUAL

- TV points in master bedrooms / living rooms
- Fibre Optic available
- Smart video entry system / connection to personal devices
- Provision for AV/TV/SAT TV input to reception spaces and utility cupboard
- Provision for data connection to TV



# SUSTAINABILITY

At Walm Lane, every detail is designed with smart, sustainable living in mind. Key benefits for residents include:

- **Lower Energy Bills:** Triple-glazed windows, enhanced insulation, air source heat pumps, and solar panels reduce energy consumption year-round.
- **Comfortable Living:** Homes stay cooler in summer and warmer in winter thanks to high-performance insulation and efficient heating/cooling systems.
- **Cleaner Indoor Air:** Mechanical ventilation with heat recovery and NO<sub>x</sub> filters ensures fresher, healthier air.
- **Healthier, Quieter Home:** Sustainable features also reduce noise and improve overall living conditions.
- **High Environmental Standards:** Anticipated EPC rating at the top of Band B makes Stirling Gardens one of London's most energy-efficient developments.



## About Prime Phenix

With a commitment to design excellence and sustainability, we are proud to deliver homes, offering the highest standards of build quality, finishes and well thought out living environments.

From our well located town and city apartments to our beautiful countryside houses, experience the exceptional attention to detail and craftsmanship of all of our developments.



## OUR ETHOS IS SIMPLE

A Prime Phenix home goes beyond four walls, we help families and professionals own homes they can be proud of. Without compromise, Prime Phenix goes the extra mile by focusing on:

- Functional design and practical living
- Reducing your energy bills
- Generous storage
- Outdoor amenity spaces
- Superior build quality
- Customer service and aftercare





Creating exceptional homes that  
harmonise with practical living

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