

PRIME PHENIX



WILLESDEN GREEN LOCAL GUIDE

A Neighbourhood worth knowing

Where Edwardian elegance meets the rhythm of modern, North West London, a guide to the streets, spaces, and stories that define Willesden Green.

THE AREA

Willesden Green occupies a rare position in London's geography, close enough to the centre to feel connected, far enough to feel chosen.

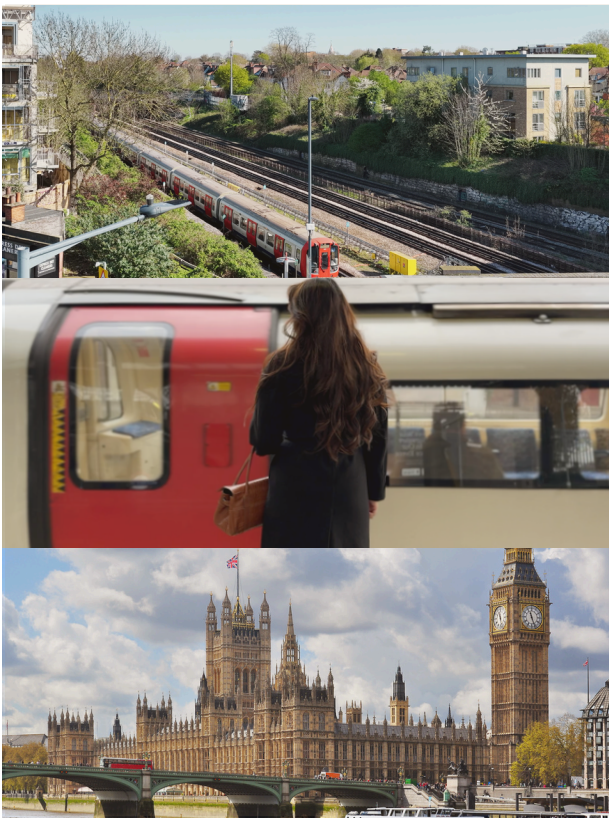
Tucked between the leafy avenues of Mapesbury and the cultural energy of Kilburn, Willesden Green has long attracted those who value substance over spectacle. Its wide, tree-lined streets carry the quiet confidence of a neighbourhood that has never needed to shout. Independent cafes share frontage with long-standing family businesses. Victorian terraces sit alongside contemporary architecture. And a literary heritage, shaped most famously by Zadie Smith, lends the area an intellectual warmth that is hard to manufacture.

This is not a neighbourhood defined by a single landmark or trend. The texture of daily life defines it: the morning coffee ritual at a locally owned roastery, the afternoon walk through Gladstone Park, the unhurried pace of a Saturday spent browsing Queen's Parade.



CONNECTIVITY

At the centre of North West London



KEY CONNECTIONS

- J** **Willesden Green Station**
Jubilee Line, Bond Street 14 min, Baker Street 12 min, London Bridge 22 min
- O** **Willesden Junction**
London Overground (Lioness & Mildmay lines) & Bakerloo Line services
- B** **Bus Routes**
260 (White City), 266 (Hammersmith), 460 (North Finchley), N98 & N266 night buses
- R** **Retail & Leisure**
Brent Cross 15 min by bus · London Designer Outlet 8 min by Tube

Willesden Green Underground station brings Central London within easy reach. The Jubilee line, known for its reliability and frequent service, allows residents to travel to **Bond Street** in under fifteen minutes and to **London Bridge** in just over twenty. Heading north, **Wembley Park** and its iconic stadiums are only two stops away.

Beyond the Tube, Willesden Junction offers London Overground and Bakerloo line connections, while a network of bus routes ensures flexibility for every journey.

Brent Cross Shopping Centre is a 15-minute ride away. The **London Designer Outlet** at Wembley sits just a few Jubilee line stops north.

LIFESTYLE & AMENITIES

The places that shape a neighbourhood

01 Cafes & Coffee



Axis Coffee

SPECIALTY COFFEE

A minimalist, calm space beloved by local freelancers. Expert-roasted speciality beans, fresh pastries, and sourdough toasties.

Taim Falafel & Coffee

MIDDLE EASTERN · COFFEE

Widely considered to serve some of London's best falafel, crisp shells, light centres, alongside smooth speciality coffee.

CUORE

ITALIAN DELI · COFFEE

A rustic Italian kitchen on Walm Lane. Homemade pesto pasta, meatball dishes, and hazelnut croissants that draw regulars from across the borough.

GAIL's Bakery

ARTISAN BAKERY

The Willesden Green outpost of London's artisan bakery chain. Renowned sourdough, cinnamon buns, and a perpetual queue.

02 Restaurants & Dining

Signature Persian

PERSIAN · FINE DINING

Refined Persian cuisine with saffron-laced rice and slow-cooked herb stews. A genuine evening destination.

G Asian Canteen

VIETNAMESE · FRENCH FUSION

French-trained chef, eco-conscious interiors, and high-end Vietnamese street food.

La Basque

BASQUE · TAPAS

Sanzio Restaurant

SOUTHERN ITALIAN

03 Parks & Green Spaces



Gladstone Park

97 acres of open space, woodland walks, panoramic views toward Wembley Stadium. Home to Mark Twain's former summer residence.



Roundwood Park

Grade II listed Victorian park with mature trees, a bowling green, and a nostalgic aviary. 26 acres of beautifully maintained grounds.



Mapesbury Dell

An award-winning "secret garden" maintained by the community. A hidden, floral refuge minutes from your front door.

04 Shopping & Markets

Heliotique

LIFESTYLE BOUTIQUE · QUEEN'S PARADE

Curated homeware, organic beauty, greeting cards from independent makers, and accessories.

Queen's Parade

CREATIVE QUARTER

Colourful shopfronts born from a regeneration project. Pop-up shops and small creative studios.

Willesden Market

CHURCH ROAD · WED & SAT

A thirty-year institution. Fresh fruit, vegetables, and household goods.

Nearby Retail

BRENT CROSS · WEMBLEY OUTLET

Brent Cross (John Lewis, Apple, Zara) 15 min by bus. London Designer Outlet a few Tube stops away.



05 Culture & Landmarks



The Lexi Cinema

A volunteer-run social enterprise cinema in Kensal Rise donating 100% of profits to charity. An intimate bar, a thoughtful programme spanning blockbusters to world cinema.

Kiln Theatre & Cinema

Arthouse cinema and critically acclaimed theatre inside a stunningly designed modern building on Kilburn High Road. A cultural anchor for the wider neighbourhood.

Brent Museum & Archives

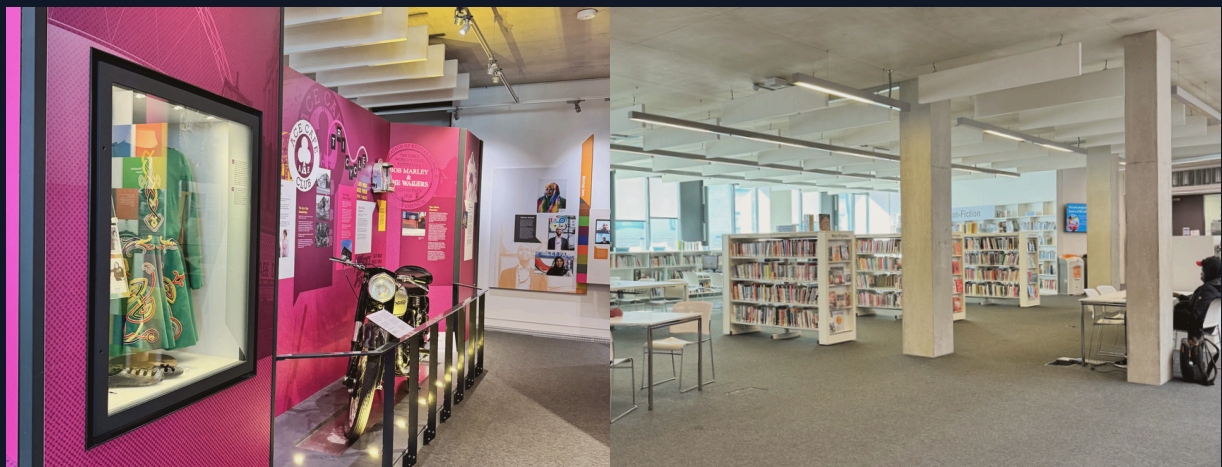
WILLESDEN GREEN LIBRARY

Free resource tracing diverse local history through rotating exhibitions. Shares a building with the Willesden Gallery, showcasing North West London artists.

A Literary Landscape

ZADIE SMITH · MARK TWAIN

Setting for Zadie Smith's *White Teeth* and *NW*. Gladstone Park once hosted Mark Twain. Walking these streets is walking through literary history.



COMMUNITY & LIVING

Built for the way people actually live



What defines Willesden Green is not a single feature but a layering of qualities that, together, create a particular kind of London life. The multicultural dining scene, spanning Brazilian, Persian, Indonesian, Turkish, and Basque cooking, reflects a community that is global in outlook and local in loyalty.

The architecture tells a similar story. Edwardian mansion blocks and Victorian terraces share space with contemporary developments that honour the neighbourhood's scale and character. There is a civic pride here, visible in the community-maintained Mapesbury Dell, in the volunteer-run Lexi Cinema, and in the carefully restored Roundwood Park.

For families and friends, the parks and playgrounds offer opportunities for outdoor activities throughout the year. For professionals, the Jubilee line's consistent frequency and reliability ensure a smooth commute. For those who appreciate the quality of daily life, with access to good food, green spaces, cultural richness, and a strong sense of belonging, Willesden Green confidently delivers.

Walm Lane, the new Prime Phenix development, places you right at the heart of it all. Situated centrally within the neighbourhood, it offers proximity to everything essential while preserving the tranquillity that makes returning home truly special.

"A neighbourhood is not just a postcode. It is the walk to the station, the cafe that knows your name, the park where the seasons change."

LOCATION

Walm Lane & Surroundings



Walm Lane is a collection of 48 private residential apartments by Prime Phenix, situated just 65 metres from Willesden Green Underground station. Inspired by the architectural heritage of the neighbourhood and designed for the rhythm of modern London life, every home balances craftsmanship, sustainability, and considered design, from boutique-hotel-inspired interiors to a thoughtfully landscaped communal garden. This is not just a place to live; it is a place to belong.

To discover more about the development, explore available homes, and register your interest, visit primephenix.com.



Prime Phenix



Creating exceptional homes that harmonise
with practical living

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