



Persona Homes

by Home Group

CARLTON PLACE

WEST KILBURN

SHARED OWNERSHIP



Welcome to

Carlton Place

Be part of something big. Carlton Place sits within a major regeneration scheme of 328 new homes located between Kilburn and Queens Park in London.

All you need will be on your doorstep. This new development is built around a brand-new public square which will be home to a supermarket, café, gym, pharmacy and a medical centre. There are two great parks within ten minutes' walk and the Zone 2 location makes connections across the capital easy.



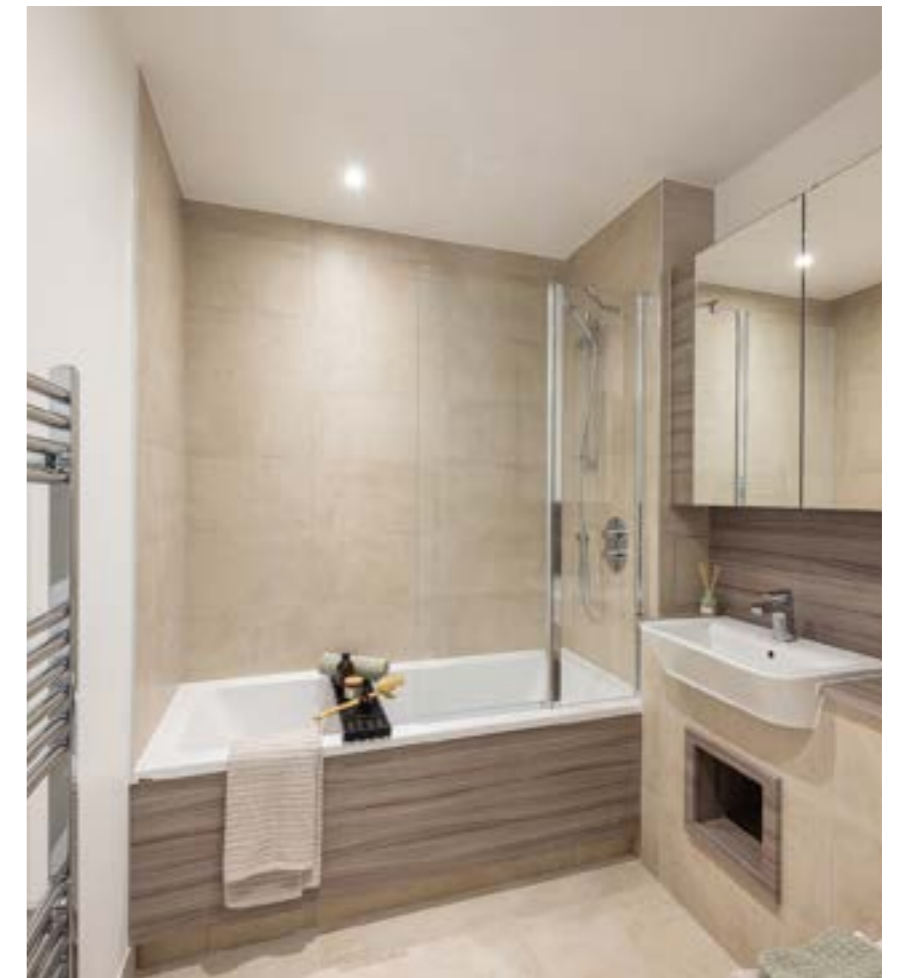


Some Londoners say, 'West is best' and we'd tend to agree.

Living at Carlton Place offers you three different TfL Stations within a ten-minute walk, fantastic green spaces nearby and plenty of bars, shops and restaurants too - trendy Queens Park is a short walk away.

Closer to home though, this collection of shared ownership homes offers open plan living spaces. Kitchens are sleekly designed and come complete with integrated appliances and you'll never be cold with underfloor heating and plush carpets in the bedrooms.

* Images are from previous Persona Show Homes with an equivalent level of specification. Please consult your sales host for more information.





On your doorstep

Moving to Carlton Place is not just about moving to a new home – you'll be part of a transforming community. .

This exciting development is centred around a brand-new square. New neighbours will become new friends before you know it. Keep an eye out for visiting markets or food stalls and make it a date.

To help make life easy, there's also spaces for a planned café, a supermarket, a GP centre with a pharmacy and an on-site gym.

You don't need to go very far to get access to green space either. Each building has its own residents' only roof garden which boast great views across the capital.



About Persona

We make it personal

Your Persona experience is our top priority, that's why we make it personal.

From the moment you first connect with Persona Homes it becomes all about you.

Our aim is to make your home-buying experience enjoyable and hassle-free. We will help you find the home that's right for you and, through our range of buying options ensure, that your dream home also fits within your budget.

We know that the key to a happy move is clear and regular communication, we will make sure this happens, by being with you during the whole process and keeping your regularly updated.

From the moment you contact Persona Homes you will be appointed a host. Your host guide you throughout your Persona Homes journey. They'll show you around one of our beautifully appointed show homes, helping you choose the right home for you. They will be with you every step of the way, answering any questions you may have, and, once you have decided on the home for you, support you from reservation through to completion and beyond.



The place to be

Discover West London

We think you have everything you need right on your doorstep but venture a little further afield and you'll see why West London has a long-held reputation as great place to live.



Food shopping

- M&S Foodhall, 0.2 miles
- Provenance Village Butcher, 0.4 miles
- Salisbury Deli, 0.4 miles
- Queens Park Farmers Market, 0.5 miles
- Planet Organic, 0.6 miles



Restaurants and bars

- The Carlton Tavern, 0.4 miles
- The Salisbury Pub, 0.4 miles
- Cocotte Queens Park, 0.4 miles
- Gail's Bakery, 0.4 miles
- Café jacks, 0.4 miles
- Wolfpack Queens Park, 0.5 miles



Green spaces

- Paddington Rec, 0.4 miles
- Queens Park, 0.6 miles
- Little Venice, 1.2 miles
- The Regents Park, 1.9 miles
- Hampstead Heath, 2.6 miles



Education

- Carlton Vale Infant School, 0.1 miles
- Kilburn Park School, 0.2 miles

From Carlton Place

All is within reach

Work or play, there is plenty to keep you busy in the local area.

A West Kilburn location offers a range of great transport connections across London.

The 'number 6' stops right at your gate which connects you to Warwick Avenue, Marble Arch and on to Victoria.

There's also three TfL tube or rail stops within a 15-minute walk from Carlton Place – that's a real benefit for this car-free Zone Two development.

Queens Park Station is a short stroll along Carlton Vale – and you'll pass your local M&S on the way. From here you can connect north on the London Overground which finishes in Watford. Or, travel east on your commute to Liverpool

Street or beyond to Canary Wharf – it's a quick and easy switch at Baker Street Station.

Kilburn Park Station is equally close – from here connect through to Oxford Circus or Waterloo. It's also just a five-minute ride to Paddington where you can access The Elizabeth Line or Heathrow Express connecting you to London Heathrow Airport.

Brondesbury Park Station is a little further to stroll at 0.8 miles. From here you can connect to Hampstead Heath in the north, Stratford in the east or down to Richmond in the southwest.


36
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- **Airport**
London Heathrow Airport for connections across the UK and the world.
- **Liverpool Street**
A short ride over the Square Mile and the doorstep to Shoreditch and the East.
- **Queens Park Station**
For your connections across the capital or a few moments further to the delights of Salusbury Road.

○ Carlton Place

- **Warwick Avenue**
This picture postcard neighbourhood is a quick bus ride away.
- **Oxford Circus**
Your gateway to shopping and Theatreland.

- **Richmond**
Spend a sunny day strolling along the Thames and through the wide-open spaces of Richmond Park.



Development layout

Located on Carlton Vale this new collection of one and two-bedroom shared ownership apartments is a great place to call home.

Connectivity is at the heart of Carlton Place. Whether it's meeting up with your neighbours in

the central plaza or on the roof garden of your apartment block, you will be part of a new, and already thriving, community.

Carlton Place is also surrounded by leafy suburbs and parkland giving you the very best of city living with green spaces.



A home with personality

There's always something special about the prospect of a new home - especially when it is a contemporary apartment with stylish fittings, intelligent design and a private balcony.

Apartment type - Type F-01

1-bedroom PLOTS 105

Apartment type - Type F-06

2-bedroom PLOTS 151, 155, 159, 163, 167

Apartment type - Type G-03

1-bedroom PLOTS 108, 115, 122, 129, 136

Apartment type - Type G-04

2-bedroom PLOTS 109, 116, 123, 130, 137

Apartment type - Type A-01

1-bedroom PLOTS 2, 5, 8, 13, 18, 23

Apartment type - Type B-01b

1-bedroom PLOTS 15, 16, 20, 21

Apartment type - Type C-03

1-bedroom PLOTS 62, 70, 78

Apartment type - Type C-05

2-bedroom PLOTS 56, 64, 72, 80, 88

Apartment type - Type G-05

1-bedroom PLOTS 111, 118, 125, 132, 139

Apartment type - Type G-05a

1-bedroom PLOTS 110, 117, 124, 131, 138

Apartment type - Type G-06

2-bedroom PLOTS 119, 126, 133, 140

Apartment type - Type G-07

2-bedroom PLOTS 120, 127, 134, 141

Apartment type - Type B-01a

1-bedroom PLOTS 25, 26, 68, 69, 76, 77, 84, 85

Apartment type - Type C-02

1-bedroom PLOTS 67, 75, 83

Apartment type - Type C-04

2-bedroom PLOTS 57, 65, 73, 81, 89

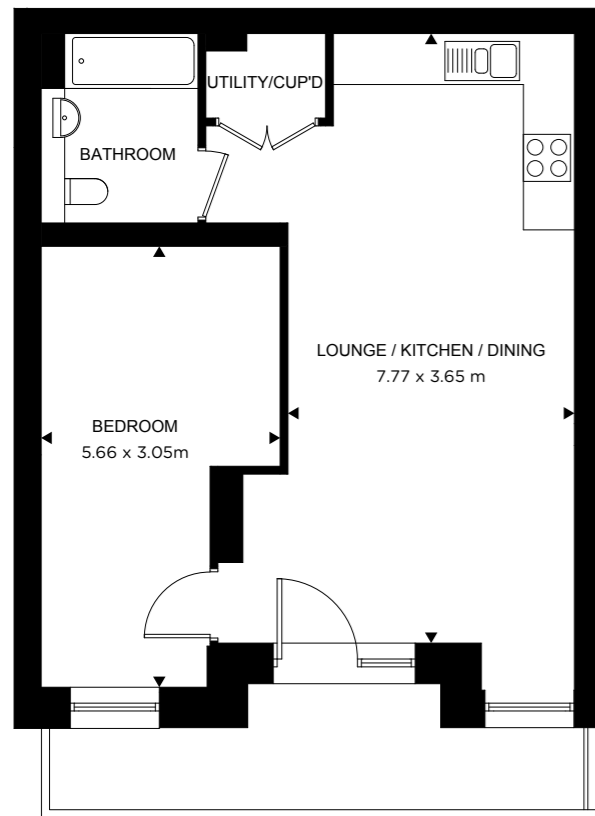




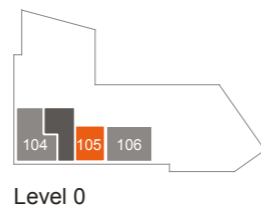
Type F-01

1-bedroom (PLOT 105)

Ground floor



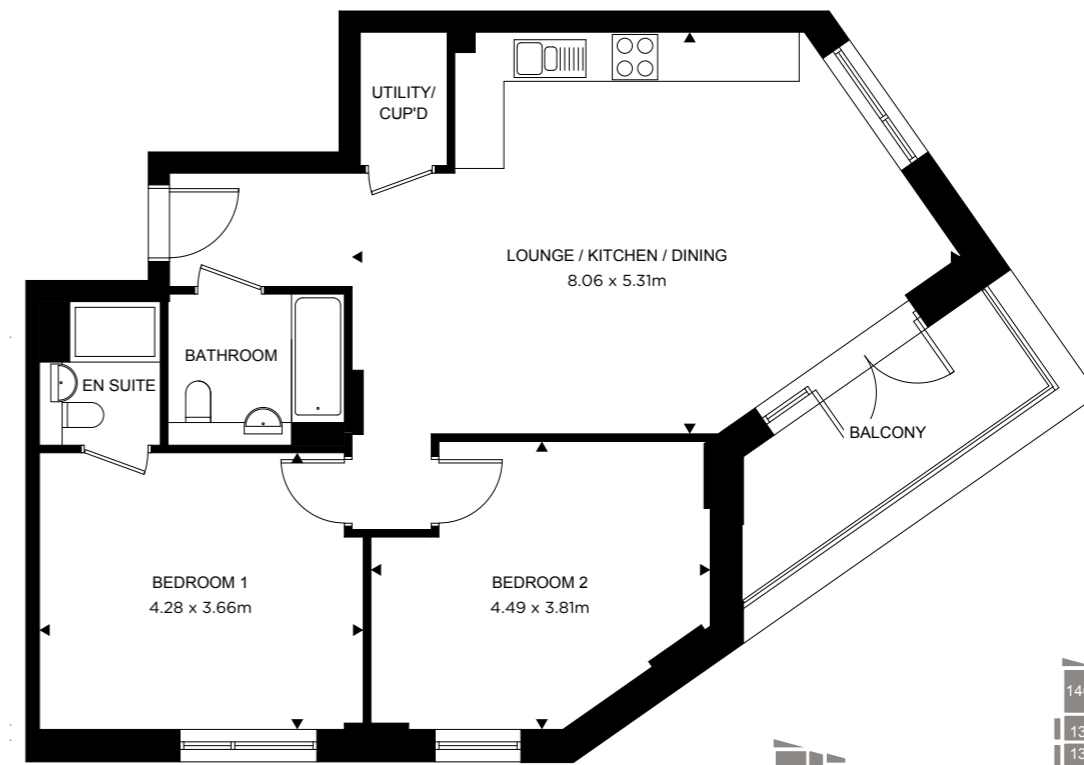
Lounge/Kitchen/Dining	7.79m x 3.65m
Bedroom 1	5.66m x 3.05m
Total Area	55m²



Type F-06

2-bedroom (151, 155, 159, 163, 167)

Levels 1 - 5



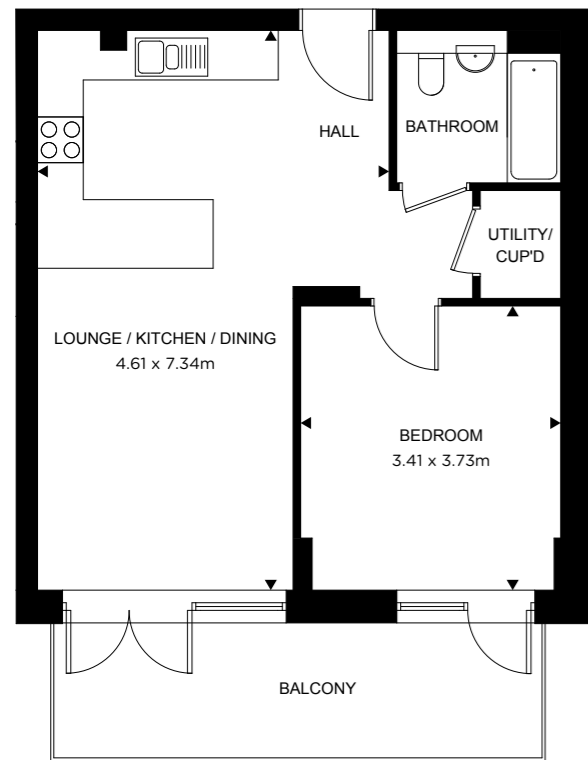
Lounge/Kitchen/Dining	8.06m x 5.31m
Bedroom 1	4.28m x 3.66m
Bedroom 2	4.49m x 3.81m
Total Area	80m²



Type G-03

1-bedroom (PLOTS 108, 115, 122, 129, 136)

Levels 1 - 5



Lounge/Kitchen/Dining	4.61m x 7.34m
Bedroom 1	3.41m x 3.73m
Total Area	50m²

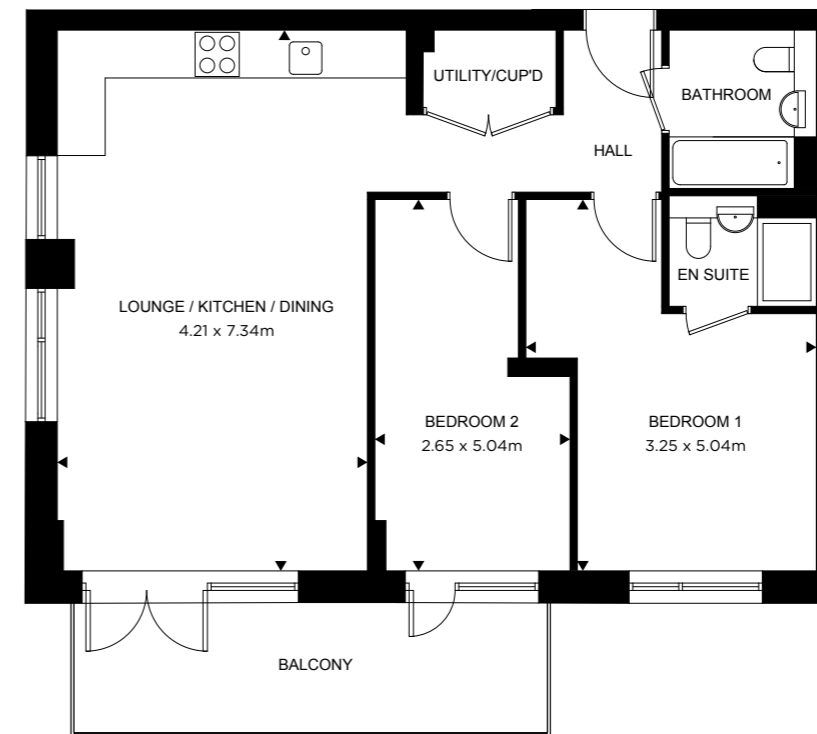


*balcony differs to plot 108 on level 1

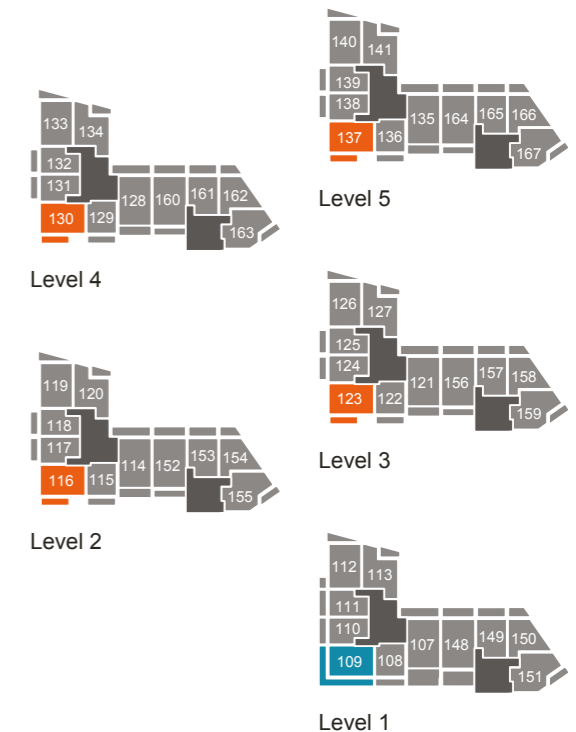
Type G-04

2-bedroom (109, 116, 123, 130, 137)

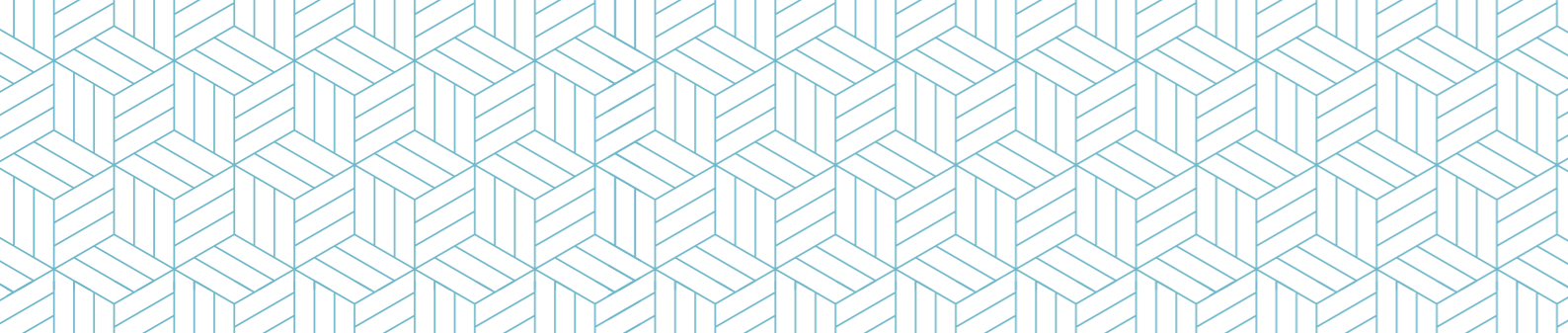
Levels 1 - 5



Lounge/Kitchen/Dining	4.21m x 7.34m
Bedroom 1	3.25m x 5.04m
Bedroom 2	2.65m x 5.04m
Total Area	75m²



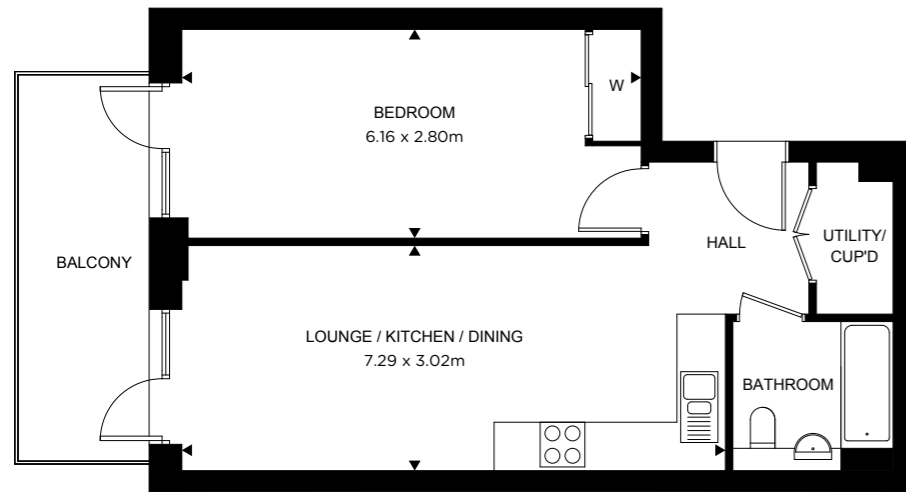
*balcony differs to plot 109 on level 1



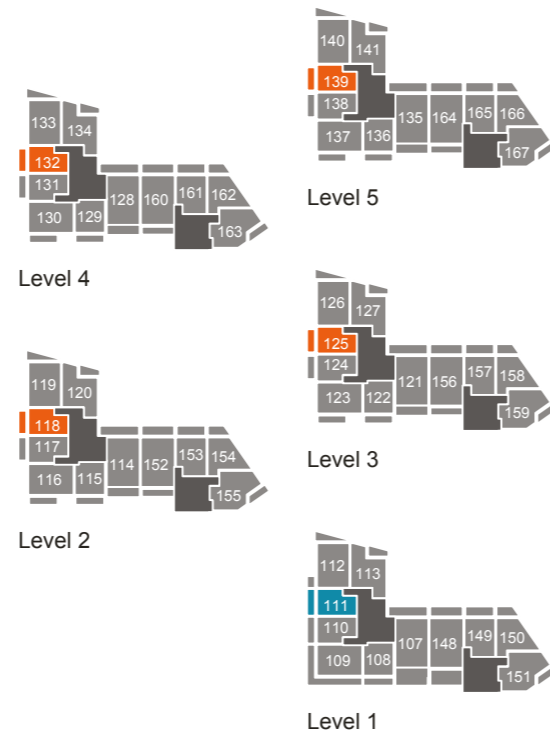
Type G-05

1-bedroom (PLOTS 111, 118, 125, 132, 139)

Levels 1 - 5



Lounge/Kitchen/Dining	7.29m x 3.02m
Bedroom 1	6.16m x 2.80m
Total Area	50m²

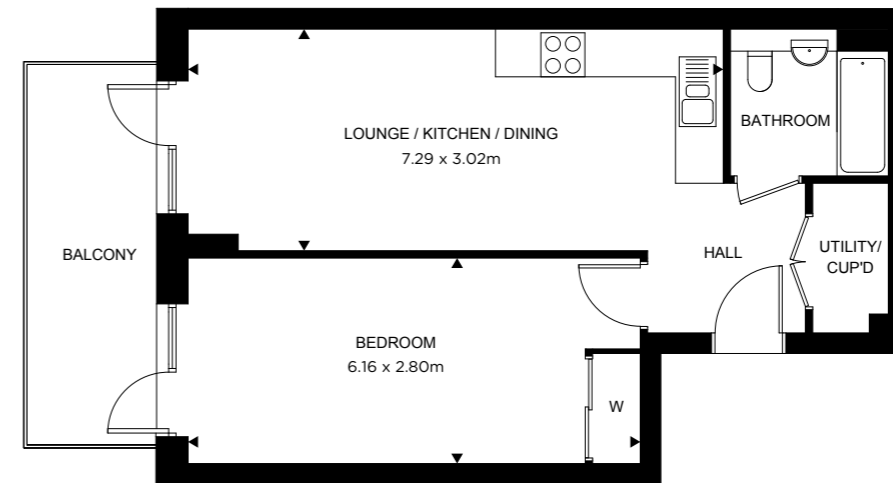


*balcony differs to plot 111 on level 1
*Wardrobe location to be confirmed - please check with your sales host.

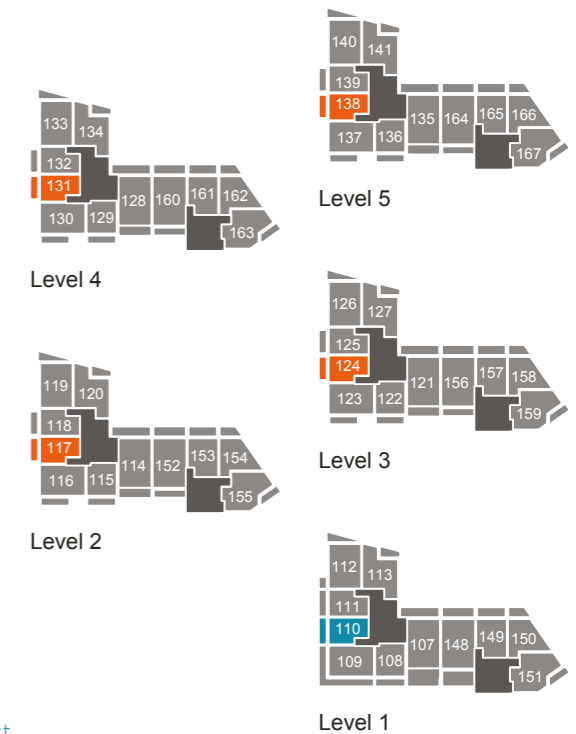
Type G-05a

1-bedroom (110, 117, 124, 131, 138)

Levels 1 - 5



Lounge/Kitchen/Dining	7.29m x 3.02m
Bedroom 1	6.16m x 2.80m
Total Area	50m²



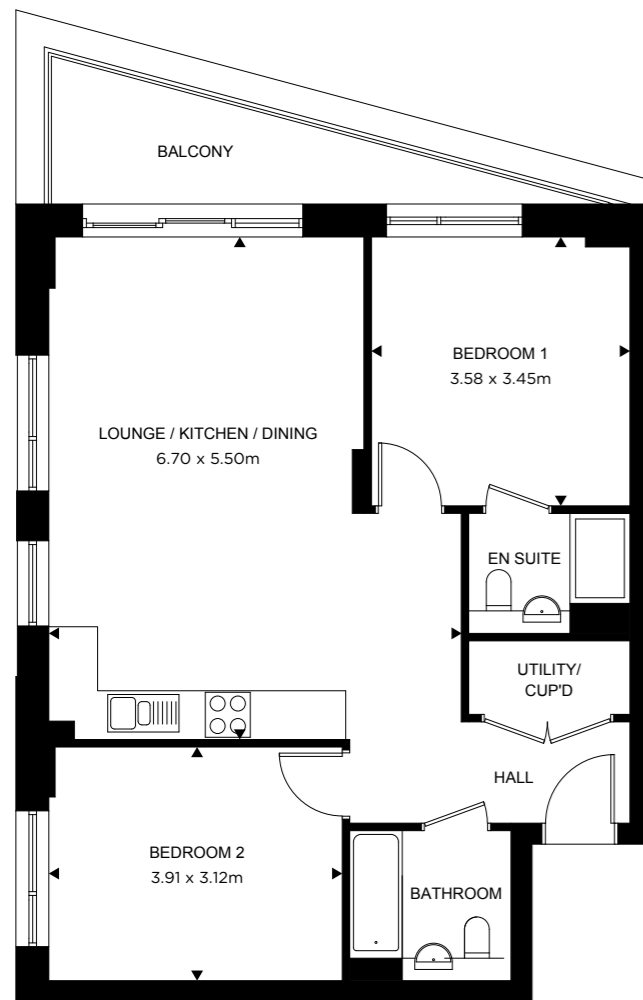
*balcony differs to plot 110 on level 1
*Wardrobe location to be confirmed - please check with your sales host.



Type G-06

2-bedroom (PLOTS 119, 126, 133, 140)

Levels 2 - 5



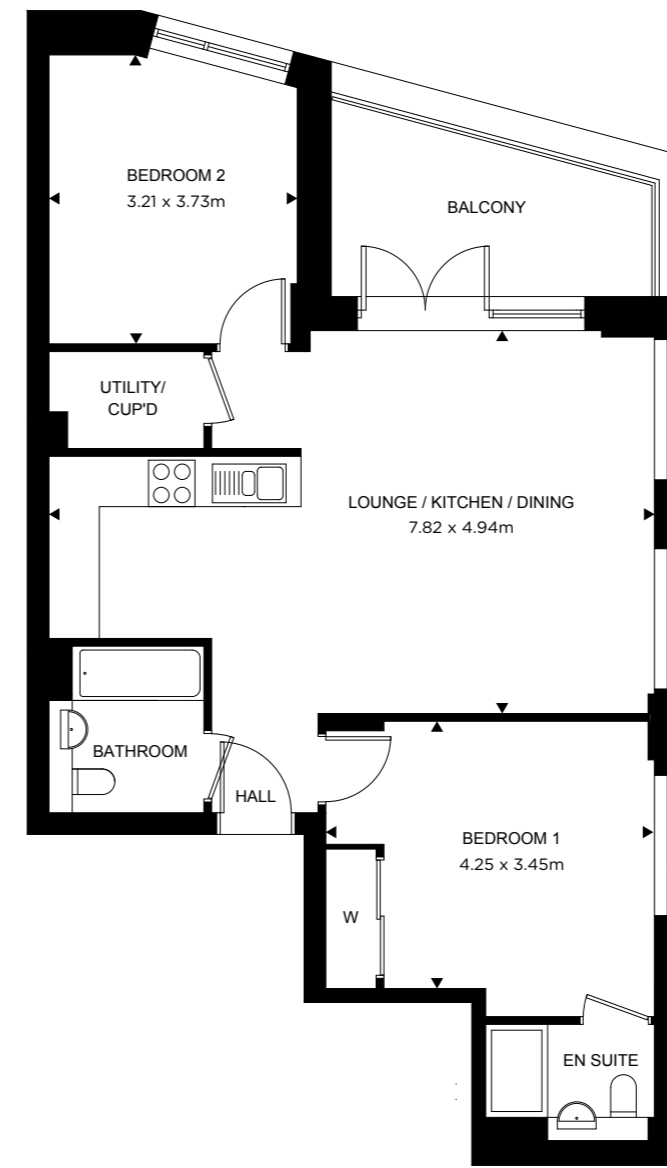
Lounge/Kitchen/Dining	6.70m x 5.50m
Bedroom 1	3.58m x 3.45m
Bedroom 2	3.91m x 3.12m
Total Area	73m²



Type G-07

2-bedroom (120, 127, 134, 141)

Levels 2 - 5



Lounge/Kitchen/Dining	7.82m x 4.94m
Bedroom 1	4.25m x 3.45m
Bedroom 2	3.21m x 3.73m
Total Area	74m²



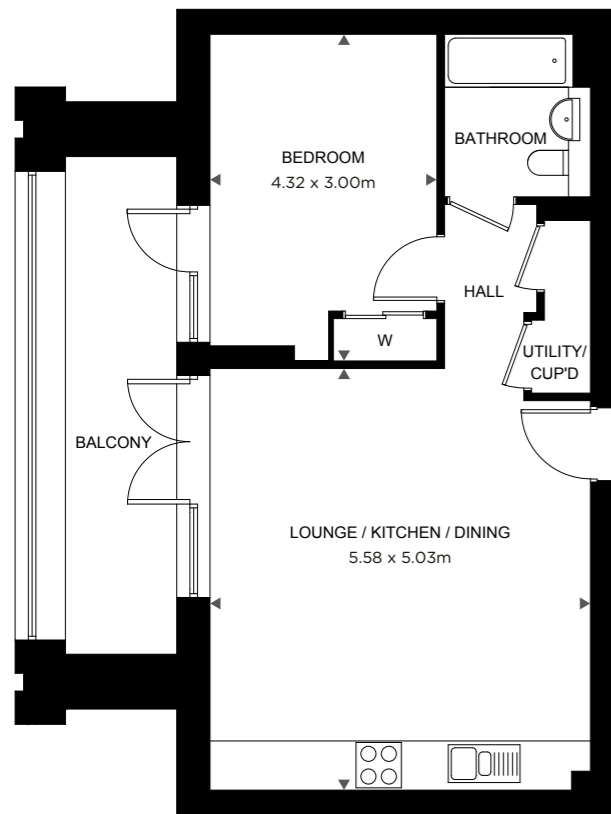
*Wardrobe location to be confirmed - please check with your sales host.



Type A-01

1-bedroom (PLOTS 2,5,8,13,18,23)

Levels 1 - 6



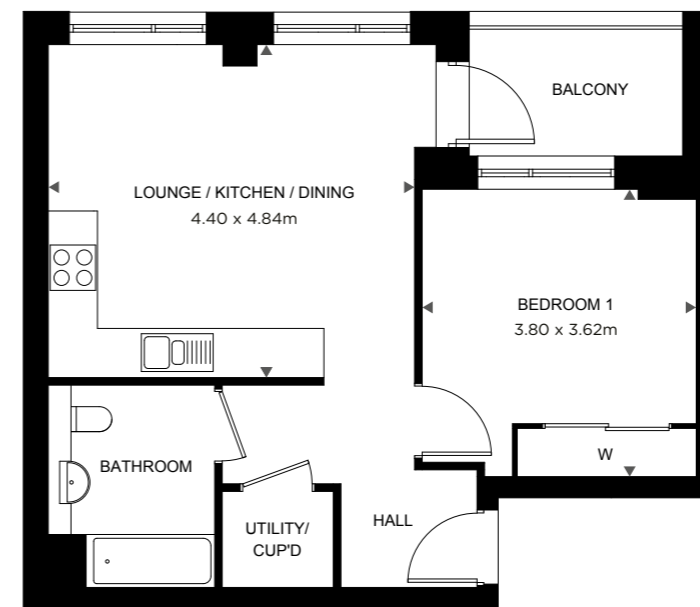
Lounge/Kitchen/Dining	5.58m x 5.03m
Bedroom 1	4.32 x 3.0m
Total Area	50m²

*winter balcony to plots 2 and 5 on levels 1 and 2

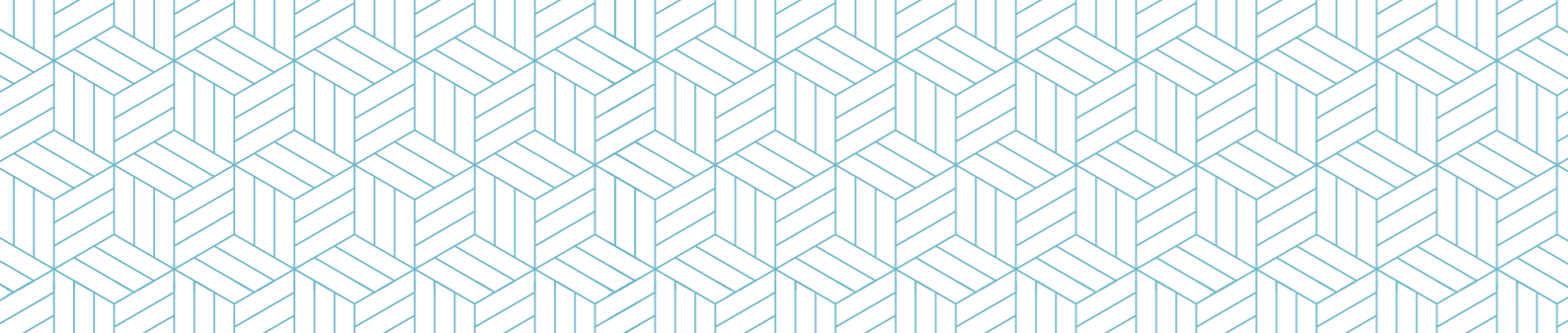
Type B-01a

1-bedroom (PLOTS 25,26,68,69,76,77,84,85)

Levels 4 - 6



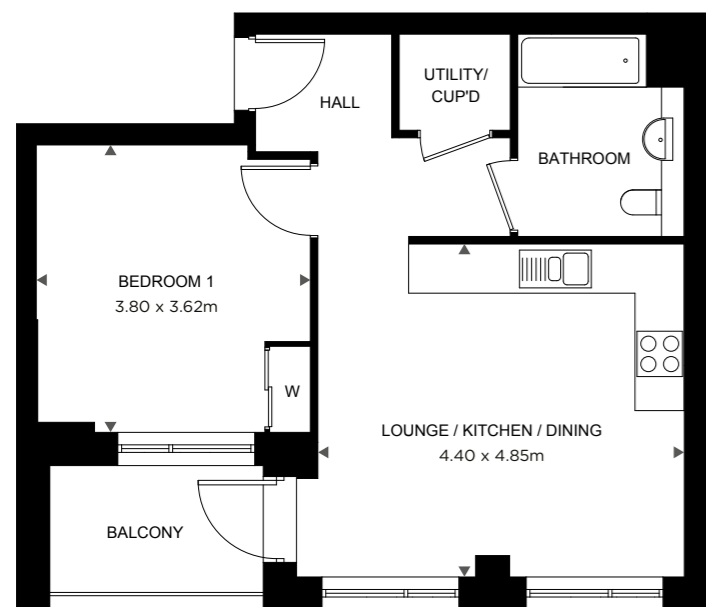
Lounge/Kitchen/Dining	4.40m x 4.84m
Bedroom 1	3.80m x 3.62m
Total Area	50m²



Type B-01b

1-bedroom (PLOTS 15,16,20,21)

Levels 4 - 5



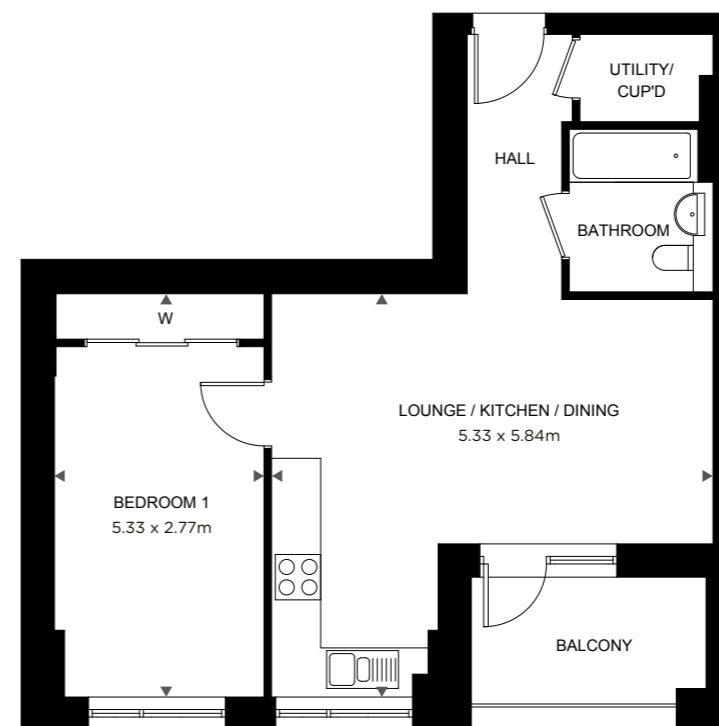
Lounge/Kitchen/Dining	4.40m x 4.85m
Bedroom 1	3.80m x 3.62m
Total Area	50m²

*Adaptable homes

Type C-02

1-bedroom (PLOTS 67,75,83)

Levels 4 - 6



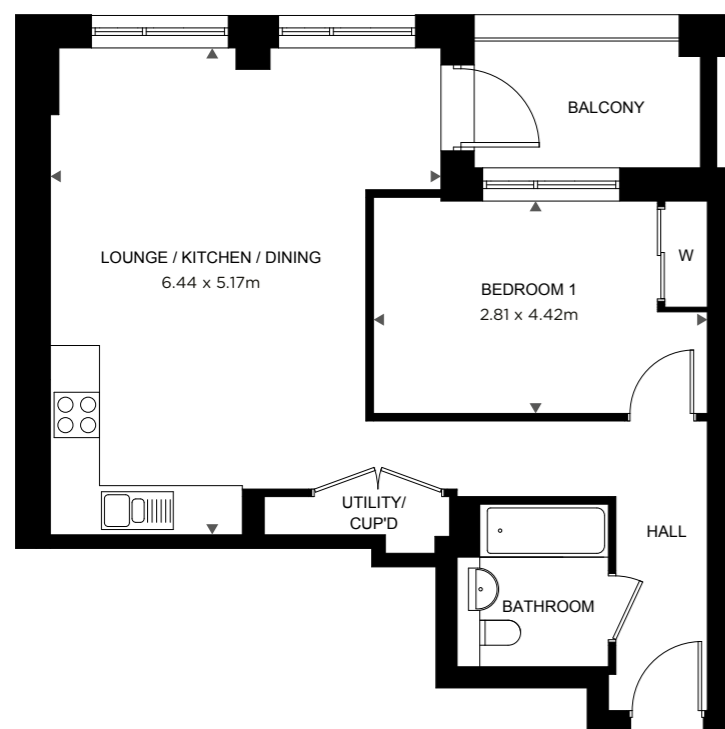
Lounge/Kitchen/Dining	5.33m x 5.84m
Bedroom 1	5.33m x 2.77m
Total Area	50m²



Type C-03

1-bedroom (PLOTS 62,70,78)

Levels 4 - 6

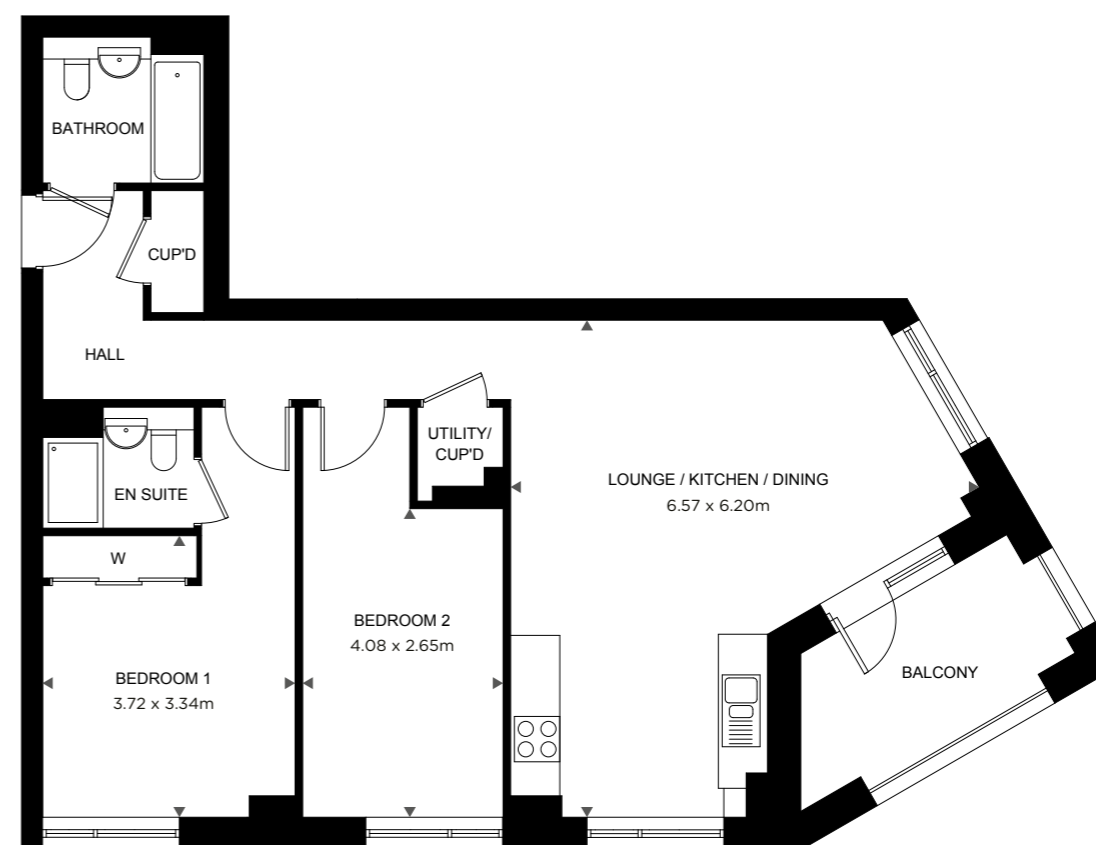


Lounge/Kitchen/Dining	6.44m x 5.17m
Bedroom 1	2.81m x 4.42m
Total Area	55m²

Type C-04

2-bedroom (PLOTS 57,65,73,81,89)

Levels 3 - 7



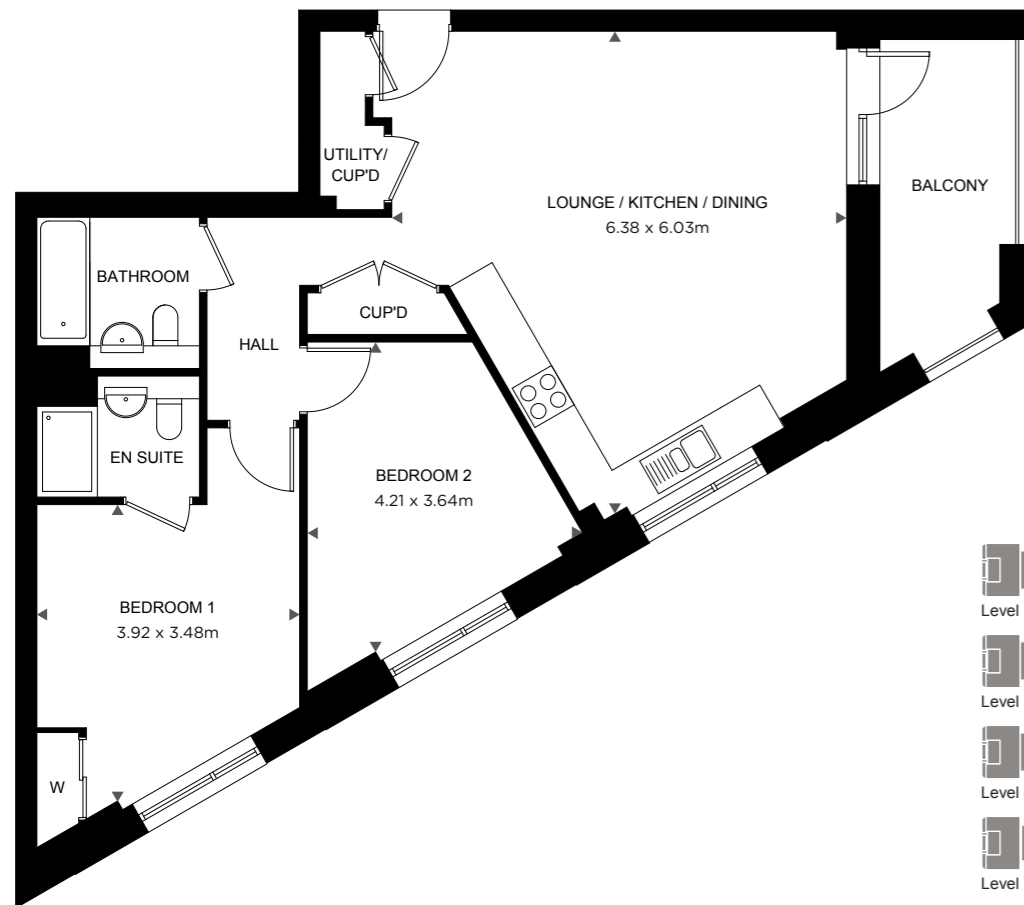
Lounge/Kitchen/Dining	6.57m x 6.20m
Bedroom 1	3.72m x 3.34m
Bedroom 2	4.08m x 2.65m
Total Area	79m²



Type C-05

2-bedroom (PLOTS 56,64,72,80,88)

Levels 3 - 7



Lounge/Kitchen/Dining	6.38m x 6.03m
Bedroom 1	3.92m x 3.48m
Bedroom 2	4.21m x 3.64m
Total Area	74m²



Why buy new

Your new home is a blank canvas, its ready for you to put your personality into it. Buying new gives you the opportunity to make it yours right from the start.

You're protected

Your home at Carlton Place will come with a ten-year NHBC warranty, giving you peace of mind.

Clean and green

Your new home is energy efficient and built to the latest environmental standards meaning you are not only looking after the planet you're looking after your pennies too.

Ready to move into

No repairs, no unexpected costs. Freshly painted and ready to go – all you need to do is get your keys, unpack and relax.

Award winning

We are proud of our award-winning homes, designed with your lifestyle in mind. We are passionate about creating unique spaces to live.

Get moving

As soon as your home is ready you can move in! No need to wait for a buyer to move out or worrying about a disruption to the buying chain.



Own your home with shared ownership

Getting the keys to your first new home could be easier than you think with this popular government-backed scheme. If you've found the Persona home that is right for you, take the first steps to owning it with shared ownership.

This part-rent, part-buy scheme is an opportunity for first time buyers and those that do not currently own a home to get on the property ladder. It's an ideal stepping stone for aspiring homeowners who are unable to buy a home outright and would rather buy what they can afford, when they can afford it. You start off buying a share in your new home on a leasehold basis and as time goes on, you can buy more shares when you can afford it; this process is called staircasing. The more shares you have in your home, the less rent you will pay until eventually you own your home outright and no longer pay rent to us.

You qualify for shared ownership if:

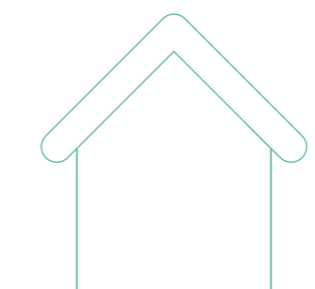
- You don't currently own a home or have an interest in a home and can't afford to buy one outright
- You have at least a 5% mortgage deposit available for the percentage of the home you would like to buy
- Your combined household income is less than £80,000 or less than £90,000 in London
- You can afford the monthly mortgage, rent and service charge payments



Our guide to buying with shared ownership

With shared ownership you only buy between 25% and 75% of the value of your chosen home. You then pay a reduced rent on the remaining share of the home that you have not purchased.

Depending on your personal financial circumstances, your mortgage deposit could be as low as 5% of the value of the share that you purchase - a lot less than it would be if you were buying a home outright!



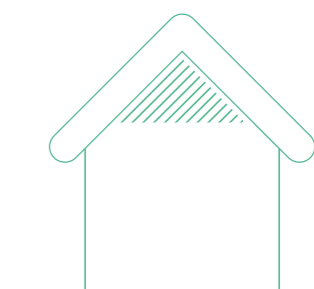
Step 1

Choose your property that qualifies for shared ownership



Step 2

Buy between 25% and 75% share of the property meaning less of a deposit up front



Step 3

Pay rent on the remaining share not owned by you

It's all in the detail

Kitchen

- Kitchen units featuring a sleek handle-less design finished in cashmere colour
- Laminate worktops and upstand finished in ipenema white colour
- Stainless steel 1 1/2 bowl sink with draining board and chrome mixer tap
- Electrolux oven finished in brushed stainless steel
- Microwave oven in selected units
- AEG induction hob
- Electrolux pull out recirculating cooker hood
- Electrolux integrated fridge-freezer
- Electrolux integrated dishwasher
- Zanussi washer/dryer included in hallway cupboard

Bathroom and en-suites

- Bath with a shower mixer and bath screen in the main bathroom
- Large porcelain tiles to floor and walls finished in beige
- Chrome heated towel rail
- Mirror fronted cabinet
- Feature storage shelf
- Basin with chrome mixer tap
- WC with soft close seat

- En-suites included in two-bedroom homes feature:
 - o Shower with chrome mixer tap
 - o Beige floor and wall tiling
 - o Mirrors in selected apartments
 - o WC with soft close seat



Everything else

- Underfloor heating with individual thermostats in each room
- Amtico flooring to living areas and hallway
- Maize coloured carpet fitted to bedrooms
- Walls are painted white throughout
- Spot downlighting through living rooms and hallway

- Pendant lighting fitted to bedrooms
- Fitted wardrobes with mirrored doors in main bedroom in selected apartments
- Fibre connected to the building - subscription to services at buyers' cost
- Digital TV - roof mounted satellite dish for Freeview, Sky Q FM radio and DAB - subscription to services at buyers' costs
- Audio/Visual entry system



* Specifications are subject to change. Images are indicative only and may be of previous developments

General Enquiries

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