

WILLETT
GROVE

INTRODUCTION

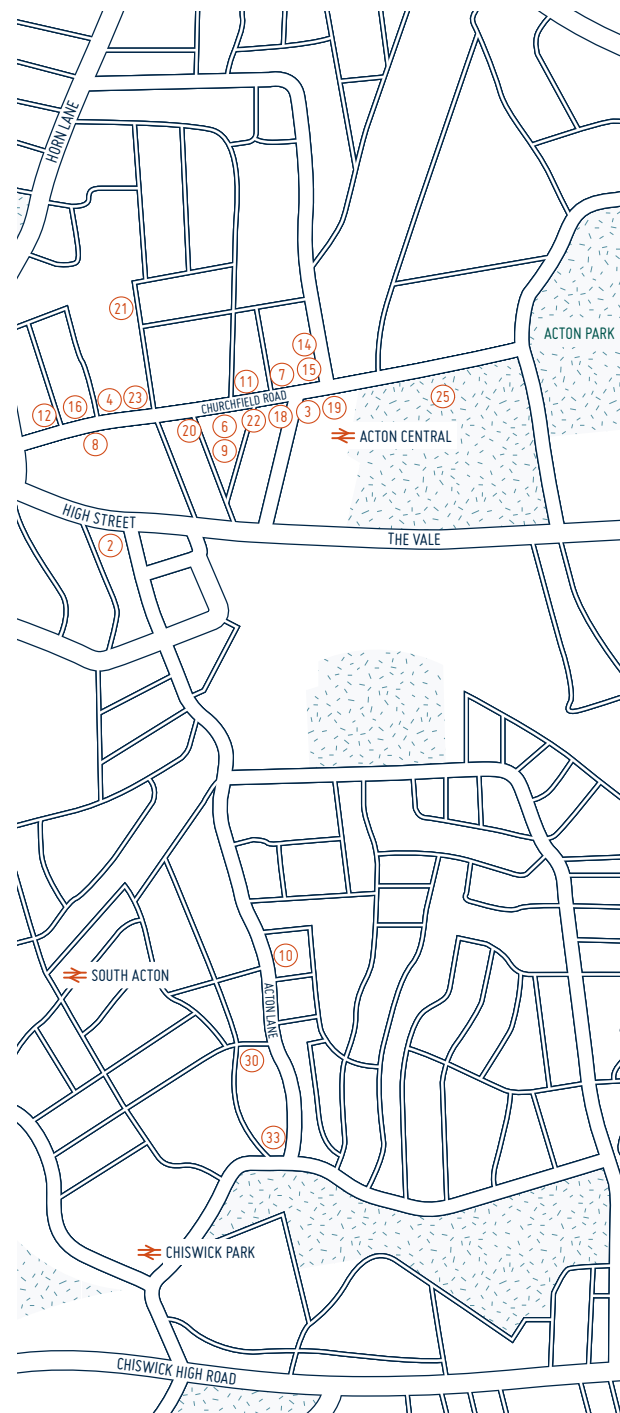
West London, North London's brighter, fresher cousin. And Avenue Road, its crème de la crème. A curious corner in an ever-changing city, with all the attitude of Ladbroke Grove, but a touch more greenery. The whirl of industry long gone, and in its wake a warm community vibe, low-key living and a fresh mix of stylish shops and eateries.

Willett Grove sits in the heart of it all. Named after the green-fingered William Willett, the founder of the Mill Hill Park Conservation area that gives the neighbourhood its verdant spirit, it's a place to settle in, and feel at home. Somewhere to meet new neighbours, sip sundowners on the balcony, and take in a leafy view.



AN URBAN OASIS

Wake up and revel in the stylish cool of Willett Grove, bathed in the early morning sunlight. A warm wood-panelled bedroom and underfloor heating make lazy Saturdays near irresistible, if it weren't for the vibrant neighbourhood on your doorstep. Every type of food awaits, so why not amble past the people, parks and pastries. Head for Churchfield Road, grab a cold press and a bacon sarnie and see where the morning takes you.



COFFEE

- ① THE APPLE TREE
- ② THE COFFEE HOUSE
- ③ LAVELI BAKERY
- ④ MR. BAKE ME

GROCERIES

- ⑤ NATURAL NATURAL
- ⑥ ENGLISH BUTCHER
- ⑦ CHURCHFIELD FOOD STORE
- ⑧ CAKE ME BABY
- ⑨ BASIL & TOM'S

BRUNCH

- ⑩ SPARROW CAFÉ
- ⑪ CHURCHFIELDS
- ⑫ ACORN CAFÉ

HEALTH & BEAUTY

- ⑬ EMILIA HAIR STUDIO
- ⑭ NARA SIMONE MEDISPA
- ⑮ ARTHUR RAZOR

LUNCH

- ⑯ HASU SUSHI
- ⑰ PIZZA X DRINK
- ⑱ THE ROCKET
- ⑲ THE STATION HOUSE

SHOPPING

- ⑳ HEART & SOUL
- ㉑ ACTON MARKET
- ㉒ THE VILLAGE TRADING STORE
- ㉓ VINDINISTA

SIGHTS

- ㉔ W3 GALLERY
- ㉕ PUTT IN THE PARK
- ㉖ GUNNERSBURY PARK MUSEUM
- ㉗ LONDON TRANSPORT MUSEUM DEPOT

DINNER

- ㉘ THE KING'S HEAD HOTEL
- ㉙ CASERECCIO
- ㉚ THE SWAN

LATE NIGHT DRINKS

- ㉛ THE AERONAUT
- ㉜ THE GEORGE & DRAGON
- ㉝ THE DUKE OF SUSSEX

SPACE TO BREATHE

As fresh as it gets. London's parks are the lungs of the city and W3 offers plenty of them. Heathfield Nature Garden is just a short walk away, its sweetly scented flower meadow and leafy orchard a delight for all the senses. Or, the recently renovated, Grade II listed Gunnersbury Park and Museum has activities for all. Whether you're after a kickabout in the new sports hub or a cuppa in the café, it's designed to deliver. On a balmy eve, Putt in the Park is a prime spot for meeting friends, to putt some balls over cold beer and pizza.

MOSEY THROUGH HEATHFIELD NATURE GARDEN



GLORIOUS GUNNERSBURY



SOURDOUGH, SMOOTHIES AND SOFT BREW

Great baristas, talented bakers, and a leisurely Saturday morning are all you need to make a weekend memorable. A stroll down Churchfield Road always yields a bounty, from pastries-to-go, to languid parkside brunching where people-watching becomes a weekend sport. Take a wander, and let your nose lead the way.



① THE APPLE TREE

Our favourite pit-stop, just a short walk from Acton Town. Think homemade bites, dreamy coffee and smoothies that pack a punch.

🚶 2 mins

📶 theappletreecakes.co.uk

③ LAVELI BAKERY

To-die-for jam tarts, old-school style. Pop in when exploring the delights of Churchfield Road and grab a sourdough to go.

🚶 16 mins

📶 lavelibakery.com

② THE COFFEE HOUSE

For the coffee aficionados amongst you. Indulge in one of their awesome homemade sandwiches with the best flat white this side of town.

🚶 10 mins

📶 thecoffeehouse.london

④ MR. BAKE ME

Insanely good crêpes. The perfect place to catch up with a friend over crêpes and gelato.

🚶 12 mins

📶 mrbakeme.co.uk

5 NATURAL NATURAL

All things Japanese. Track down hard-to-find ingredients, great quality food and cool packaging right here. Sushi is topnotch.

16 mins

natural-natural.co.uk

7 CHURCHFIELD FOOD STORE

A little piece of Italy on your doorstep. Pick up all you need for authentically Mediterranean style lunch and some sneaky treats.

15 mins

churchfieldfoodstorew3.com

6 ENGLISH BUTCHER

English by name, Aussie by nature. This guy knows a thing or two about homemade sausages and sells world-class organic meats.

14 mins

englishbutcher.co.uk

8 CAKE ME BABY

Bake Off excellence around the corner. Impress your mates with patisserie perfection and brilliantly creative birthday cakes.

11 mins

cakemebaby.co.uk



21 ACTON MARKET



9 BASIL & TOM'S

CHAMPAGNE, CHARCUTERIE AND CELEBRATORY CAKES

Foodie heaven. Your neighbourhood is bursting with soon-to-be dinner party essentials. Not to mention the picnics, BBQs and frosting-filled celebrations that await, all catered for locally. For your not-so everyday fruit and veg, the newly minted Basil & Tom's greengrocer, packed with local produce, makes getting your five a day a breeze. But if you've searched high and low, and still not found that must-have item? Acton Market (Weds to Sat) sells everything from rugs and jewellery to freshly caught fish, so you'll be hard pressed to leave empty-handed.



15 ARTHUR RAZOR

PREENING AND PAMPERING

Looking good doesn't require a trip into town. Emilia's Hair Studio is the place to go for a solid cut and colour – why not complement it with an immaculate manicure from Nara Simone Medispa? The legendary Arthur Razor on Churchfield Road is the gentleman's go-to for an old-school wet shave, head massage or trim.



15 LOTIONS AND POTIONS GALORE AT ARTHUR RAZOR

PASTA, PALE ALE AND PUDDING

Can you name a better thing than good food, and better company? Mediterranean flavours are out in full force amongst the quintessentially English avenues, tempting you with oozingly tasty small plates and heaping bowls of pasta. Then you can keep the night going with cocktails, circus tricks, and dancing at The Aeronaut – best enjoyed in the early hours. The neighbourhood certainly isn't lacking in brilliant boozers either. Whether you're there for pints, or proper pub grub, they always hit the spot.



28 THE KING'S HEAD HOTEL

19 THE STATION HOUSE

Ultimate comfort dining, day in, day out. Whether you're after midweek pizza and beers, Italian nibbles and fizz, or a lip-smacking Sunday roast, it's all delicious.

🚶 12 mins

📶 thestationhousew3.com

29 CASERECCIO

Proper Italian and proper friendly. The place to learn from the best when it comes to lasagne or tiramisu. The fact that Italians eat here speaks volumes.

🚶 4 mins

📶 casereccio.business.site

28 THE KING'S HEAD HOTEL

Stylishly restored and definitely up there when it comes to food, take your pick from a considered à la carte menu featuring the finest and freshest seasonal ingredients.

🚶 8 mins

📶 thekingsheadhotellondon.co.uk

30 THE SWAN

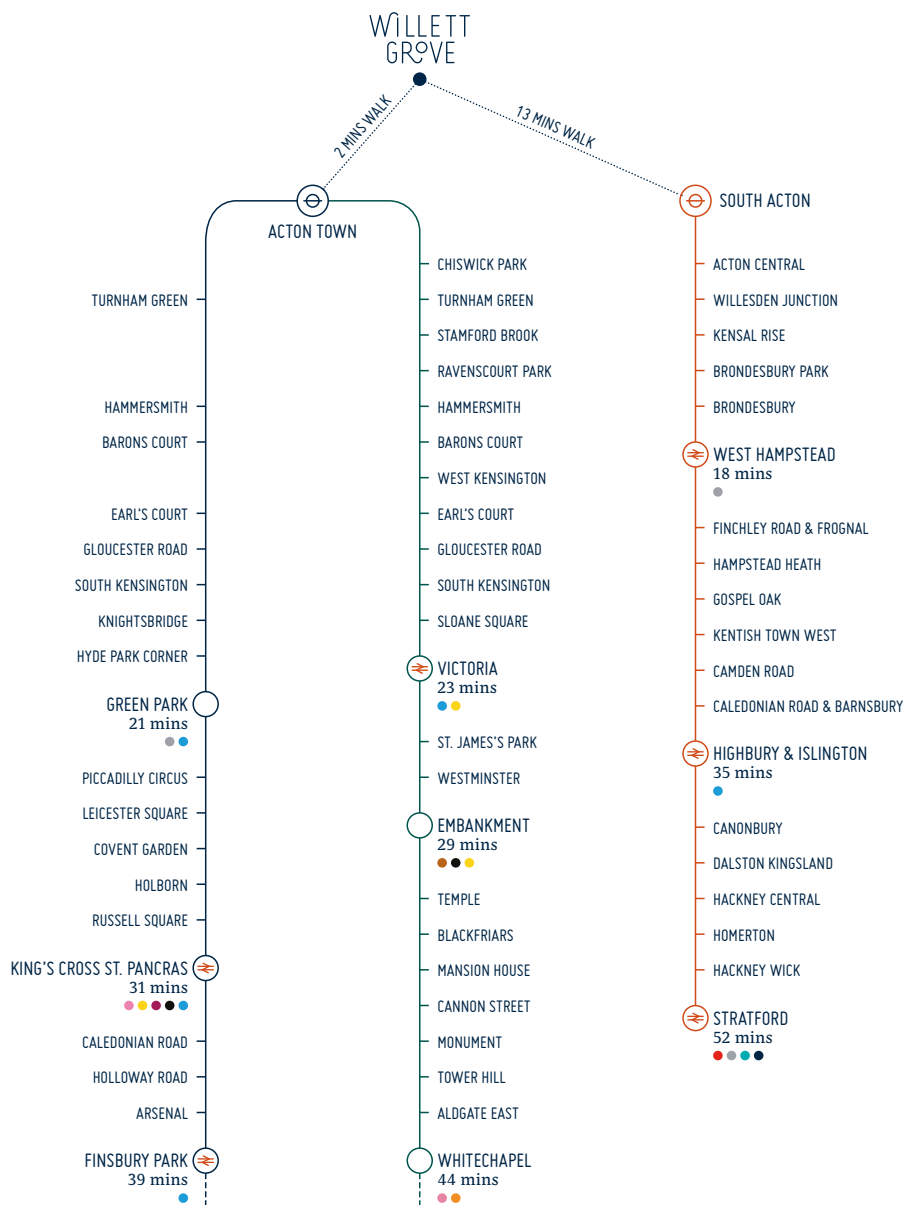
Art Deco heaven. Dine with good friends over some Mediterranean-style eats in a low-key setting.

🚶 18 mins

📶 theswanchiswick.co.uk



31 THE AERONAUT



A SHORT STROLL AWAY

Consider yourself connected in W3, with 7 train stations to choose from. The city awaits from Acton Town, Gunnersbury, Ealing, Ealing Common or Chiswick Park. And with Crossrail coming to Acton Main Line, you could be strolling down Bond Street in a mere 9 minutes.

Weekend days out are always easily accessible. South Acton can take you to Kew Gardens in a matter of minutes and West Hampstead is a half hour walk for trains to Hampstead Heath. For the sprightly and energetic among us, you can even walk to the green pastures of the Heath in 40 minutes.

Local bus routes connect you to Heathrow and further afield. Or you can be out of the city altogether, whizzing towards a country escape, in no time – the M4 and M3 are just a 20 minute drive away.

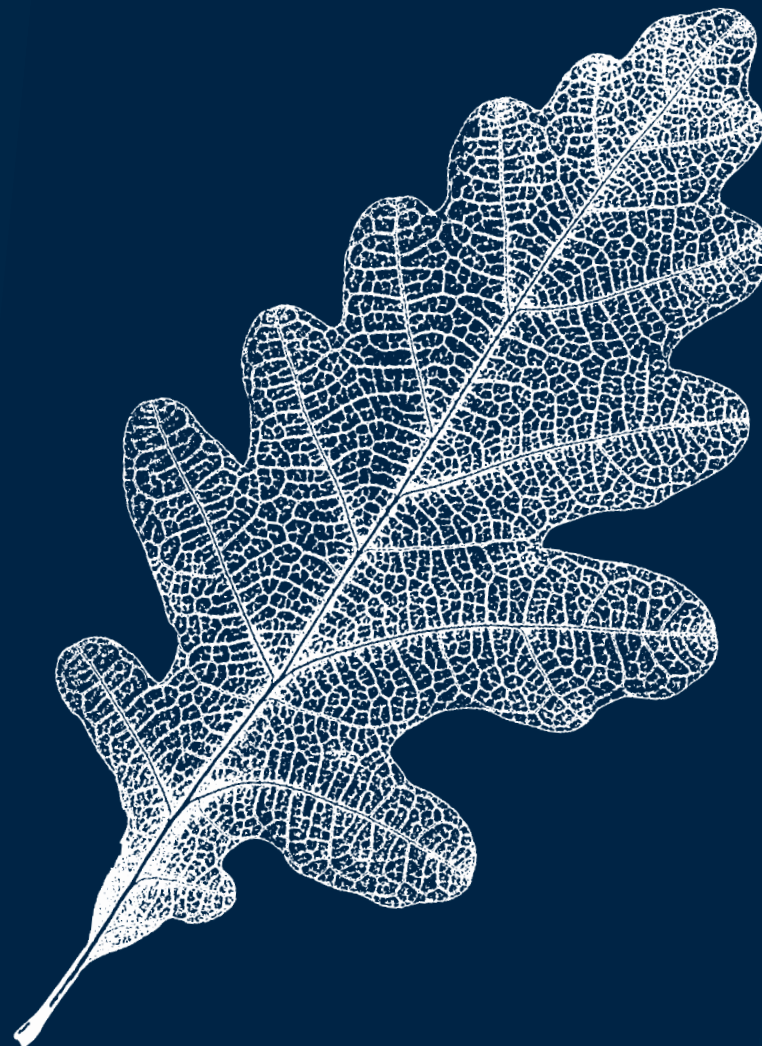
INTRO TO HERBARIUM

W3 is peppered with green space and wildlife, with part of Acton forming a conservation area. So it's only right that we celebrate the magnificent ancient trees that surround Willett Grove with our own herbarium – a considered collection of preserved plants and wildlife.

If you're interested in seeing the real thing, nearby Kew Gardens keeps an extensive herbarium, well worth a visit for learning more.

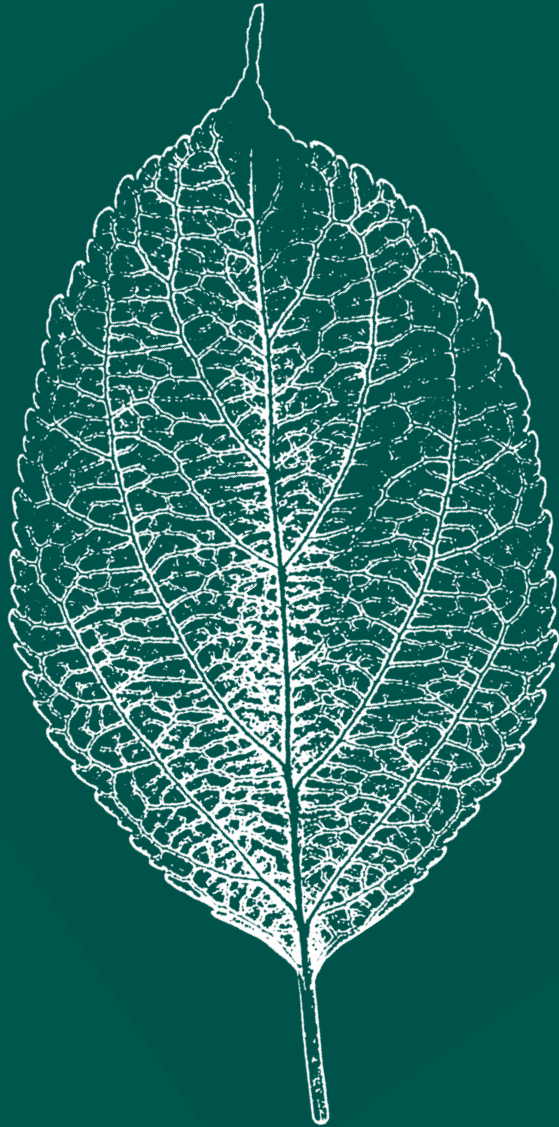
BRITISH OAK

Strong and noble, the oak is an important tree within the area as Acton Town was historically known as 'Oak Town'. Around 900 English Oak trees can be found in this part of London today.



APPLE TREE

It takes between 5 and 7 years for an apple tree seed to grow into a tree that actually produces apples. You can tell when it's ready to produce apples because beautiful white flowers start to bloom.



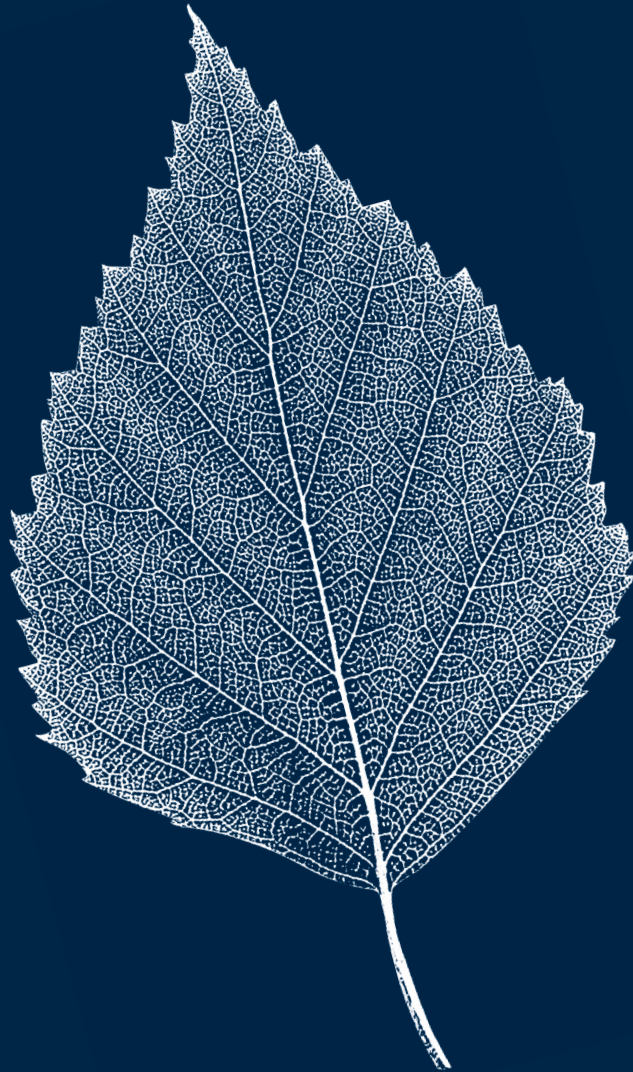
HORSE CHESTNUT

Horse chestnut trees can live for up to 300 years and, at their largest, can reach heights of 40 metres with 2 metre-wide trunks. The leaf stalks leave a scar on the twig when they fall, which resembles an inverted horseshoe with nail holes.



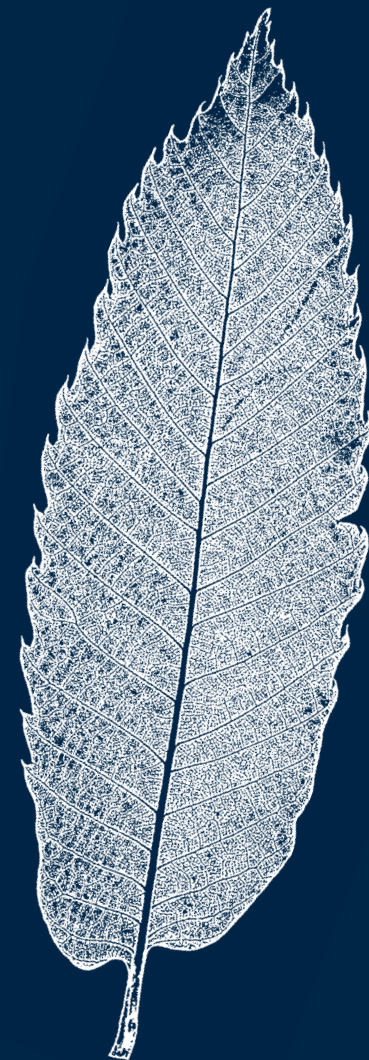
SILVER BIRCH

The lifespan of the silver birch is 40-50 years although they can live for as long as 200 years. Birch wood is tough and heavy, making it ideal for making furniture, handles and toys.



SWEET CHESTNUT

Not to be confused with the horse chestnut, mature sweet chestnuts can grow up to 35m and live for up to an amazing 700 years. The Romans ground sweet chestnuts into flour or coarse meal and today the ground nuts are used in traditional Christmas stuffing.





A CITY RETREAT

A peaceful and welcoming space that invites you to relax and take pleasure in home comforts at the end of a busy day, with interiors inspired by the idea of providing a sanctuary within a city.

Wood panelling and old filament style lamps in the bedrooms create a cosy feel, rich with heritage, and zoned underfloor heating adds to the comfort factor. Bathrooms and kitchens use clean lines, modern detailing and a textured grey colour palette to bring a more contemporary aesthetic. The overall specification reflects a strong commitment to comfort and quality.

GENERAL

- Zoned underfloor heating throughout
- Carefully considered creative lighting design
- Interior architecture & design by Scenesmith

KITCHENS

- Bespoke German kitchens by Nobilia
- Quartz worktop
- Bosch appliances
- Matte black under mount sink
- Matte black tap
- Handleless kitchen

BATHROOMS

- Luxury, textured porcelain Saloni tiles
- Villeroy & Boch sanitary ware
- VADO brassware
- Electric-heated towel rail
- Feature under mount vanity unit

BEDROOMS

- Wardrobes in all bedrooms
- Feature wood panelling to masters

FLOOR FINISHES

- Engineered timber flooring
- High-quality carpet in bedrooms

DOORS

- White shaker-style doors by Vicaima
- Matte black door furniture

ELECTRICS & ENTERTAINMENT

- Energy-efficient LED downlights throughout
- Sky + multi-room compatible
- Audio door entry system
- Hardwired smoke / heat & carbon monoxide alarm

PEACE OF MIND

- Security fob enabled entry to building
- 10 year new home warranty
- Three-point locking system to all internal front doors
- Fully designed external lighting scheme

HEATING & HOT WATER

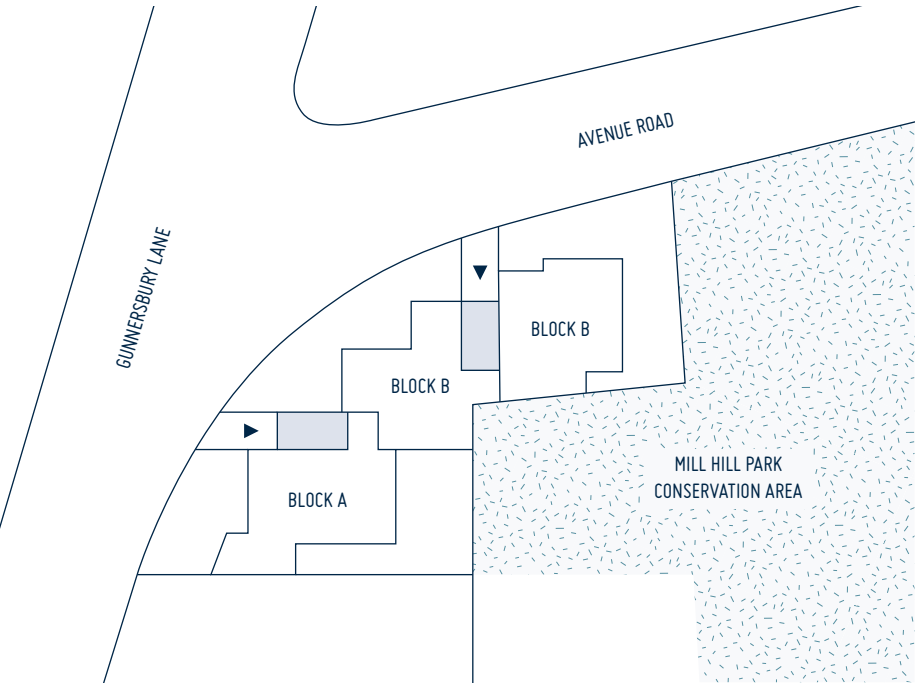
- Zoned, water-based underfloor heating throughout apartment
- Hot water provided by energy-efficient gas boilers



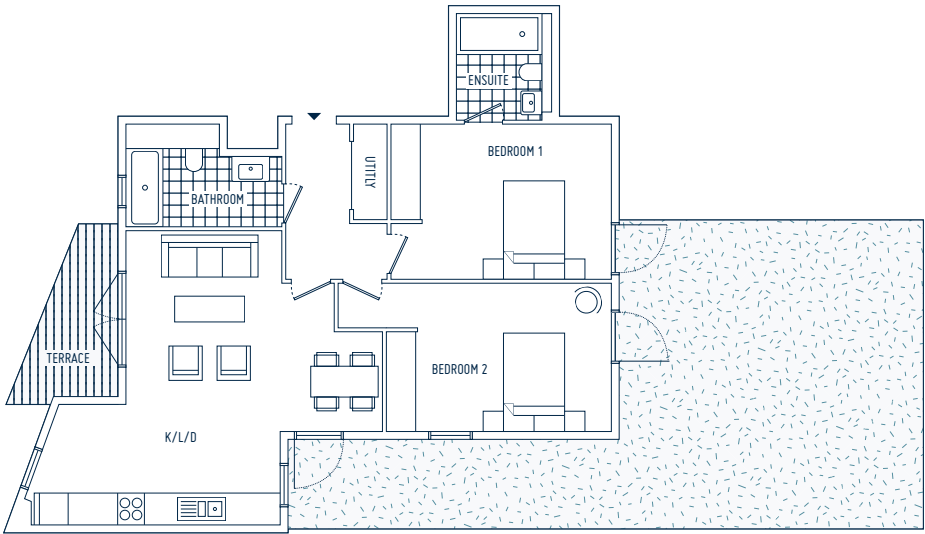
A SENSE OF PLACE

Willett Grove sits right on the border of the Mill Hill Park Conservation area so gives more than a little nod to the architectural style of the surrounding residential roads. Although contemporary in design, it is important that the building feels like it belongs.

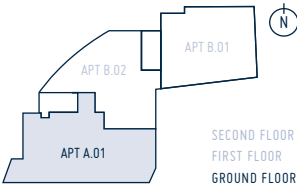
According to the estate appraisal in 1877, founder and namesake William Willett placed great importance on daylight, something that’s inspired the emphasis on natural light within the design of the apartments.



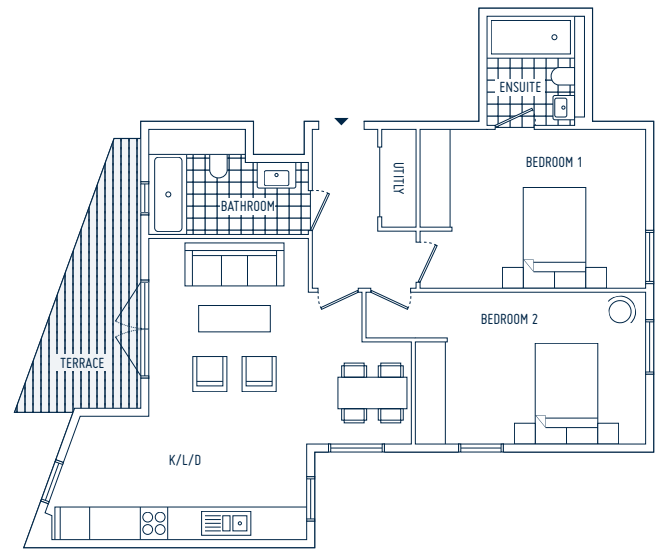
APARTMENT A.01



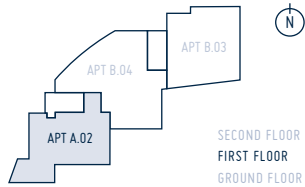
KITCHEN / LIVING / DINING	5.9 x 5.3m	19.4 x 17.4ft
BEDROOM 1	4.4 x 3.2m	14.4 x 10.5ft
BEDROOM 2	4.5 x 2.9m	14.8 x 9.5ft
TOTAL AREA	76.7m²	825.6ft²
OUTSIDE SPACE (PLUS PRIVATE GARDEN)	6.4m ²	68.9ft ²



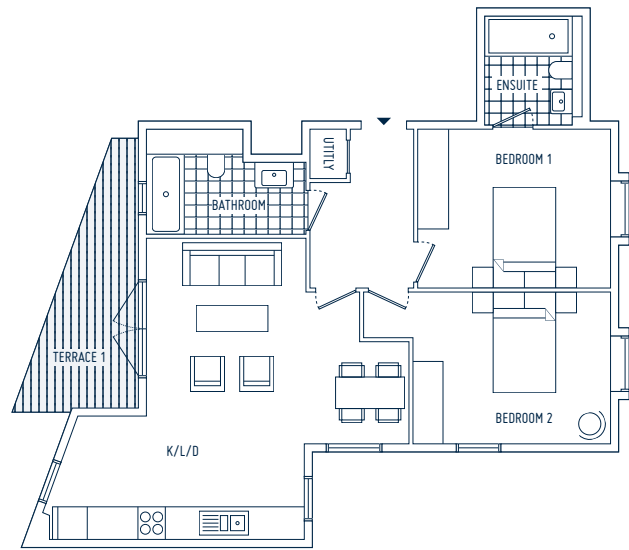
APARTMENT A.02



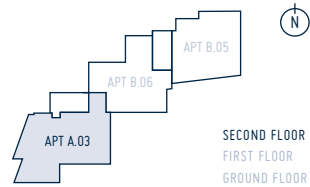
KITCHEN / LIVING / DINING	6.0 x 5.3m	19.7 x 17.4ft
BEDROOM 1	4.5 x 3.2m	14.8 x 10.5ft
BEDROOM 2	4.6 x 3.0m	15.1 x 9.8ft
TOTAL AREA	76.7m ²	825.6ft ²
OUTSIDE SPACE	8.3m ²	89.3ft ²



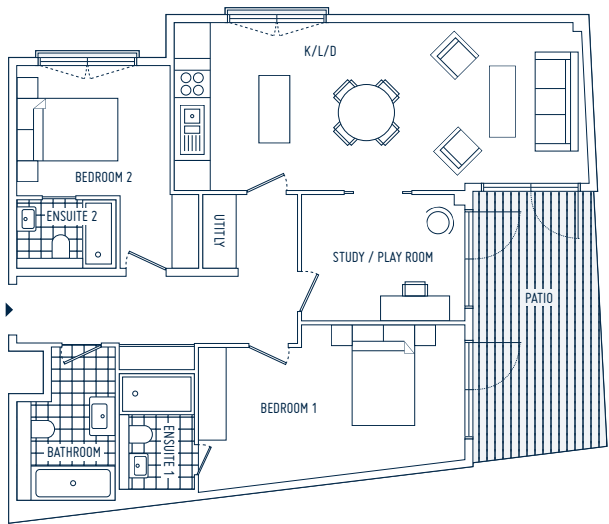
APARTMENT A.03



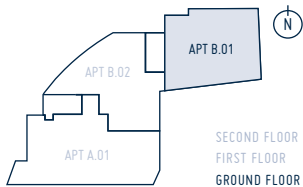
KITCHEN / LIVING / DINING	6.0 x 5.3m	19.7 x 17.4ft
BEDROOM 1	4.5 x 3.3m	14.8 x 10.8ft
BEDROOM 2	4.6 x 3.0m	15.1 x 9.8ft
TOTAL AREA	76.7m ²	825.6ft ²
OUTSIDE SPACE	8.3m ²	89.3ft ²



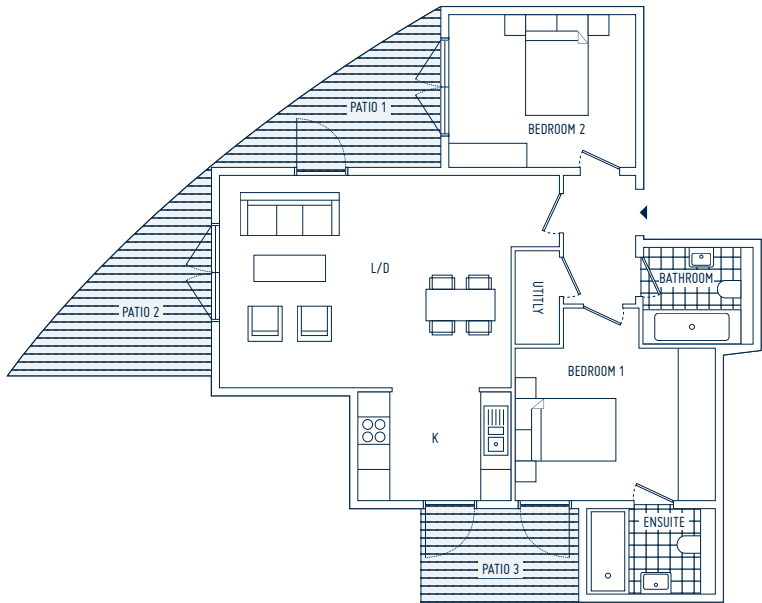
APARTMENT B.01



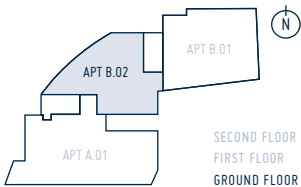
KITCHEN / LIVING / DINING	8.3 x 3.2m	27.2 x 10.5ft
STUDY / PLAY ROOM	3.2 x 2.5m	10.5 x 8.2ft
BEDROOM 1	5.4 x 2.6m	17.7 x 8.5ft
BEDROOM 2	3.8 x 2.9m	12.5 x 9.5ft
TOTAL AREA	88.3m²	950.5ft²
OUTSIDE SPACE	14.7m ²	158.2ft ²



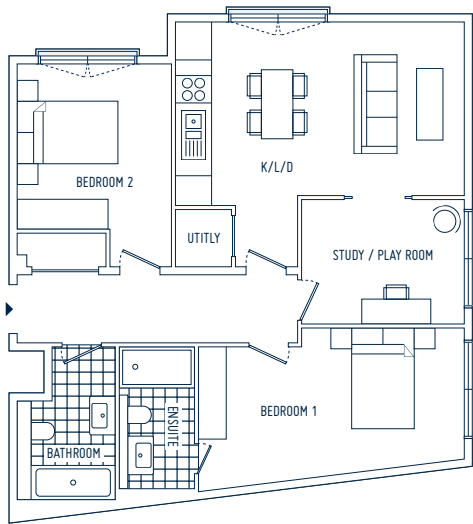
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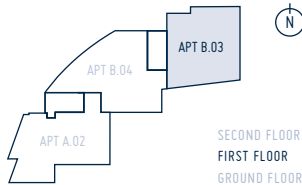
KITCHEN	3.1 x 2.2m	10.2 x 7.2ft
LIVING / DINING	5.8 x 4.1m	19.0 x 13.5ft
BEDROOM 1	4.0 x 3.1m	13.1 x 10.2ft
BEDROOM 2	3.6 x 3.1m	11.8 x 10.2ft
TOTAL AREA	75.1m²	808.4ft²
OUTSIDE SPACE	16.0m ²	172.2ft ²



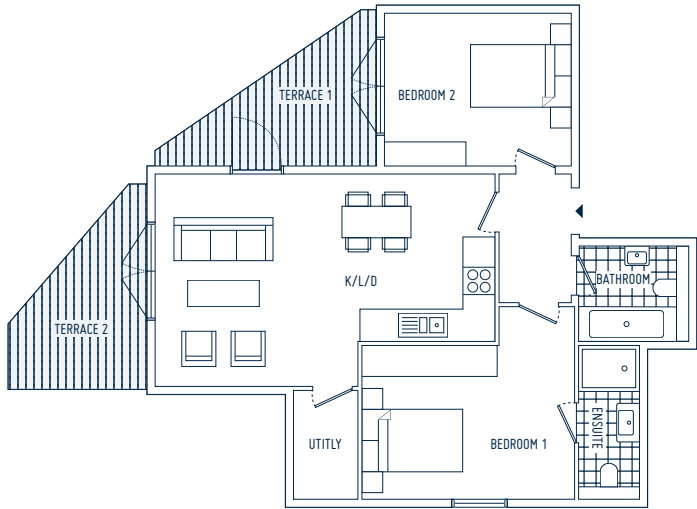
APARTMENT B.03



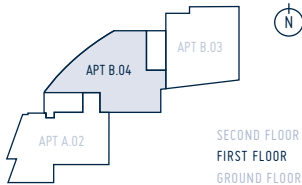
KITCHEN / LIVING / DINING	5.8 x 3.4m	19.0 x 11.2ft
STUDY / PLAY ROOM	3.2 x 2.5m	10.5 x 8.2ft
BEDROOM 1	5.3 x 3.0m	17.4 x 9.8ft
BEDROOM 2	3.2 x 3.0m	10.5 x 9.8ft
TOTAL AREA	79.7m²	857.9ft²



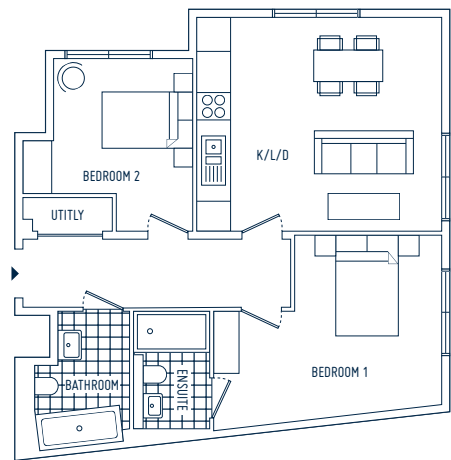
APARTMENT B.04



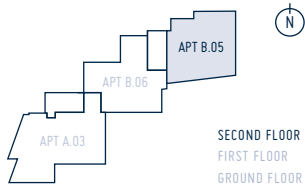
KITCHEN / LIVING / DINING	6.8 x 4.2m	22.3 x 13.8ft
BEDROOM 1	4.5 x 3.2m	14.8 x 10.5ft
BEDROOM 2	3.7 x 3.2m	12.1 x 10.5ft
TOTAL AREA	70.9m²	763.2ft²
OUTSIDE SPACE	13.5m²	145.3ft²



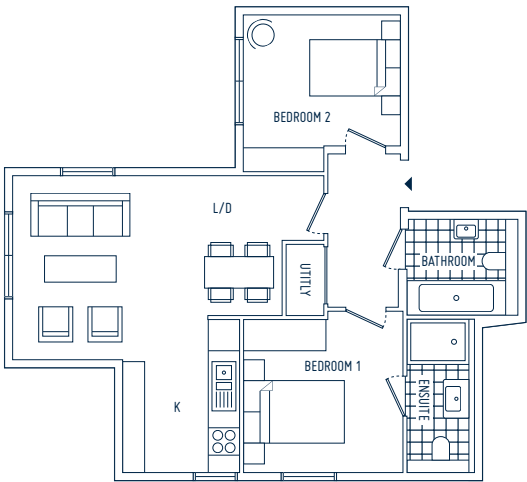
APARTMENT B.05



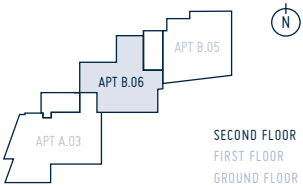
KITCHEN / LIVING / DINING	4.9 x 4.3m	16.1 x 14.1ft
BEDROOM 1	4.6 x 3.4m	15.1 x 11.2ft
BEDROOM 2	3.4 x 2.8m	11.2 x 9.2ft
TOTAL AREA	65.3m²	702.9ft²



APARTMENT B.06



KITCHEN	3.2 x 2.4m	10.5 x 7.9ft
LIVING / DINING	5.4 x 3.7m	17.7 x 12.1ft
BEDROOM 1	3.3 x 3.1m	10.8 x 10.2ft
BEDROOM 2	3.2 x 3.1m	10.5 x 10.2ft
TOTAL AREA	63.1m²	679.2ft²



HCD

Our projects are crafted from our passion for creativity, innovation and collaboration. Willett Grove effortlessly maximises creative spaces with the most innovative design. Having scoured the globe for the best materials as well as collaborating with exceptional home-grown talent, we seek to push the boundaries of conventional developments to create remarkable and unique living spaces which are inspired by and focused on design.

Our reputation is achieved through our professionalism and commitment to delivering the highest quality of service and product. Our attention to detail is with the end user in mind which ensures the highest standards of finish both inside and out.

Our unique team is comprised of handpicked experts in their fields who are constantly looking forward in order to create spaces that surpass conventional design benchmarks. We have cultivated a creative environment of unquestionable passion for quality, and with the wealth of our combined experience we create spaces that any of us would be proud to call home.

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